One reason our local news doesn't look local is Ron Stone.

Awards from New York and Atlanta Film Festivals have distinguished Ron as a true broadcast journalist.

An active spokesman for the industry, Ron has addressed hundreds of audiences on the media's role.


Ron's long list of public service awards shows the kind of community involvement that keeps him in touch.

KPRC news — winner of more news awards than all other Houston stations combined — occupies one of the nation's best-equipped broadcast facilities. We plan to stay on top.

KPRCTV HOUSTON
PETTY TELEVISION, INC., NATIONAL REPRESENTATIVES NBC AFFILIATE
CENTURY SERIES modular tape cartridge machines. Quad cabinet, all playbacks.

AC155B REMOTE/STUDIO CONTROL unit. Stereo also available.

AS40B 8 CHANNEL stereo console. A20B 8 CHANNEL monaural also

GT12 CUSTOM TURNTABLE. Choose 4-pole or synchronous versions.

did you know .... we manufacture a full line of AM and FM transmitters, and audio products.
 Fallout. In current hullabaloo over advertising in children's programs, overlooked factor is that while others complain and argue, advertisers themselves seem to have been walking away from kids' shows. In first quarter, billings in network children's programs - Saturday and Sunday mornings plus CBS-TV's Monday-Friday Captain Kangaroo - dropped from $17.5 million last year to $15 million this year, according to estimates compiled by Broadcast Advertisers Reports. That's 14% drop, unrelated to any that came with earlier 25% reduction in weekend commercial time limits, which went into effect Jan. 1, 1973.

Are children walking away too? There's speculation that they may be, and ratings suggest that in some cases they are. Ratings for Kangaroo, for instance, appear to be down substantially this year in both households and viewers aged 2-11. But for Saturday-Sunday mornings as whole, Nielsen household ratings have held even while those for viewers aged 2-11 advanced about 4%. This is interpreted as a return to normal after drop-off reported toward end of 1973, though observers say they've detected slow erosion extending over several years.

Counteroffensive. First impulse at National Association of Broadcasters headquarters following last week's stunning defeat on copyright legislation adopted by Senate Judiciary Committee (see page 17), was to urge radio station boycott of recordings as protest against new royalty. This was abandoned in favor of all-out resistance against measure on Senate floor and in House. NAB and copyright owners were truck back on every front in contest with cable operators.

Boycott had been suggested to underscore dependence of record makers on airplays, in quest of which record companies conduct vigorous promotion. CBS Inc., alone among record manufacturers owned by networks, had fostered Section 114 to impose record royalty on stations.

Nice guys to win. Move to encourage production and broadcast of wholesome TV entertainment is under way in Hollywood with carrot of substantial money prizes, including $25,000 for best program of year. Formation of national group aimed for this purpose is to be announced soon, with board consisting of leading figures in programing, networks, academia, religion and civic affairs, and funding to be supplied by well known family foundation.

Yearly EEO review. FCC is expected to consider in next several weeks staff proposal for closer commission monitoring of employment practices of those it regulates, and for stricter enforcement of commission's equal employment opportunity rules. Under one key provision, staff would raise questions about EEO performance of broadcaster, cable operator or common carrier as they arise in annual employment reports. (Commission would probably be concerned about situation where, despite substantial employment turnover, there was wide discrepancy between numbers of minorities and/or women employed and their numbers in work force.) In broadcasting, that procedure would eliminate processing glut that develops every license-renewal period, which is when commission now queries licensees whose EEO practices do not appear to be up to prescribed standards.

Variety of sanctions would be available to commission. In broadcasting, as under present rules, commission could fine station or give it short-term renewal. Or, in all industries it regulates, commission might follow lead of courts in deciding some EEO cases and set employment goals and timetables for meeting them.

Cooler summer. Office of Telecommunications Policy is almost certain to lower its profile after departure of Clay T. Whitehead, its director. Those who watch White House and OTP believe that whomever President Nixon names to succeed Mr. Whitehead, who is expected to leave this summer, will be comfortable dealing with technical matters - spectrum management, government communications - but not with controversial issues such as fairness of broadcast newsmen or public broadcasting funding.

Out-front position Mr. Whitehead has occupied on such issues has caused problems for White House (and President's reported decision to scotch long-range funding bill for public broadcasting [see page 24] may reflect annoyance on that particular issue). So White House may well prefer to let some control over controversial issues flow back to executive mansion. Reinforcing that speculation is presence in White House of man with experience to take lead in those issues - former FCC Chairman Dean Burch.

Unkept promises. As many as 93 stations may hear from FCC this week that agency takes seriously promises made by licensees in renewal applications (Broadcasting, June 3). Stations have been picked by staff from April 1 and June 1 license-renewal groups as likely candidates for one of three form letters that have been drafted - one asking for explanation of variances between promises made three years ago and performance over license period; second asking what procedures have been adopted to assure conformity to promises in future, and third (so-called letter of admonition) warning that commission expects promises to be kept and advising that, if they cannot be, it is to be notified immediately of any change.

Besides considering individual letters, commission is expected to act on public notice that will officially disclose its concern about promise-versus-performance issue. It is expected to advise licensees to be realistic about proposals but to be prepared to live up to them and (as in letter of admonition) to notify commission if changes become necessary.

Stop and go. Cable industry's negotiations with utility interests over CATV pole attachments have evolved into give and take situation. National Cable Television Association's pole negotiating committee (now headed by former NCTA Chairman Amos Hostetter) has reached stalemate with AT&T. Parties haven't talked face to face for some time, are still trying to determine whether further negotiations would be worthwhile. Meanwhile, cable interests note with satisfaction, Bell System is not pushing rate increase. NCTA's discussions with General Telephone, however, are in full swing and are proving productive.
NAB officials meet with Wiley on children's time standards, testing to see if code changes can head off government regulation; others skeptical that concessions will have substantive effect on future pressure

National Association of Broadcasters officials met last Friday (June 14) with FCC Chairman Richard E. Wiley in pursuit of accommodation that would substitute self-regulation for FCC action on children's programing and advertising. Meeting was sought as preliminary to discussion of TV code changes at NAB board meetings this week (see page 19).

No commitments were made at Friday meeting, but NAB officials reportedly emerged with impression that re-duction of code limitations on commercial time in children's shows from present 12 minutes per hour to nine and half, as proposed by Mr. Wiley in speech three weeks ago in Atlanta (Broadcasting, May 27), would head off FCC imposition of commercial ceilings. Only sticking point was how to treat stations that do not subscribe to code.

There was also talk of toughening program standards in code to meet Mr. Wiley's call in same Atlanta speech, for more diversity and fewer cartoons in children's programing. Chairman was said to have seen self-regulation on that subject as more promising than on commercial limitations. His reasoning was that most children's programing originates with networks which abide by code.

Networks were reportedly divided on reduction of commercial time. ABC-TV and NBC-TV were said to have indicated support for voluntary cutbacks - if there is assurance that government won't act. CBS-TV was said to be skeptical that any self-regulation would satisfy consum-erists who, in words of one CBS executive, "won't be happy until we cut it all out and ask the Ford Foundation to support our kid shows."

Opinion among station groups was also divided. Westinghouse (which is NAB member but quit codes some time ago when other broadcasters refused to raise standards to levels Westinghouse wanted) supports cutbacks in children's commercial time, which it keeps to eight minutes per hour in its nonnetwork children's programs.

President of another station group, however, last week urged NAB President Vincent T. Wasilewski to "use all of the persuasive powers at your command" to head off board action that would "beat the FTC or the FCC to the jump." Executive, who asked to remain anonymous, was reminded of disaster that ensued "when we gave an inch" on cigarette advertising. Congress ignored phase-out of cigarette advertising adopted in code and proceeded to outlaw such advertising.

Representing NAB at Friday meeting with Mr. Wiley were Mr. Wasilewski; Grover Cobb, senior executive vice president; Donald P. Zelfang, vice president, government relations; and John B. Summers, general counsel. With Mr. Wiley was his administrative assistant, Lawrence Secrest.

"I didn't tell them what to put in the code," Mr. Wiley said afterward. He added, however, that he had said he would quit his pursuit of regulatory action "if they could take care of 100% of what I want and do it for the whole industry."

All-channel radio bill survives 11th-hour opposition to squeak through Senate test

Senate passage of all-channel radio legislation, which looked like shoo-in early last week, ran into unexpected opposition on floor but passed on 44-42 vote. All-channel bill was on "consent calendar" last Monday (meaning no one objected to it and it could have passed on voice vote), but last minute intervention of Senators Clifford Hansen...
(R-Wyo.) and James McClure (R-Idaho) plunged bill into full-scale floor debate. And bill wouldn't have made it had not Senators James Abourezk (D-S.D.), Joseph Biden (D-Del.) and Adlai Stevenson III (D-Ill.) switched from nay to yea during roll call.

Senator McClure argued that all-channel legislation “is one of those irritating busybody laws that pass unnoticed and take away just a little bit more of our ‘unimportant’ freedom.” He and opposition colleagues — including Philip Hart (D-Mich.) and James Buckley (C-N.Y.) — charged that bill was thinly disguised measure “to give FM broadcasters a market [in-car] they could not earn through free enterprise.” Senator McClure went so far as to offer illustrative amendment that would have required anyone buying one newspaper to buy another. Senator Hart further refined facetious proposal by adding that second paper should be selected from list of “learned journals whose economic survival is questionable.”

“I find the parallel exact in every respect,” Senator Buckley concurred.

But position of most other Communications Subcommittee members that law was needed to keep FM band commercially viable, citizens in areas not served by AM’s at night alert to disasters and noncommercial radio subsidies at maximum effectiveness carried bill through.

Bill now goes to House.

Quello to vote for fairness policy, saying law gives FCC no way out

FCC’s newest member, James H. Quello, is first member of agency to put himself publicly on record on fairness doctrine report commission is now considering (Broadcasting, May 20). He supports it.

Mr. Quello, in statement issued last Thursday after commission completed first meeting on document drafted by staff under supervision of Chairman Richard E. Wiley, acknowledged some “ambivalence” on his part regarding doctrine. “Philosophically,” he said, he believes broadcast journalists are entitled to same freedom as journalists in other media. But, he noted, commission has statutory responsibility to maintain “climate of fairness in the use of broadcast facilities.”

He said fairness report being considered by commission assumes protection demanded by Congress “and, yet, does not impose a heavy regulatory burden on anyone concerned.”

Document itself is thought likely to win commission approval substantially in its present form in week or two. No votes were taken in discussion Thursday, and only sign of problem was questions Commissioner Benjamin L. Hooks raised concerning provision barring counter-advertising and government-mandated access to media. Mr. Hooks appeared to feel that broadcasters should be required to make some time available for those interested in opposing commercial messages implicitly raising controversial issues of public importance. However, officials expect no changes to be made.

Injunction against ABC News documentary was unconstitutional, Indiana court rules

Indiana Court of Appeals ruled Friday (June 14) that injunction against showing of crib-burning scene in ABC-TV documentary Close-Up on Fire was unconstitutional, representing prior restraint contrary to First Amendment. Court overruled contention of Smith Cabinet Manufacturing Co. of Indiana, which had obtained injunction (Broadcasting, Nov. 26, 1973, et seq.), that TV differs from newspapers and therefore is not entitled to constitutional protection against prior restraint. Av Westin, vice president and director of documentaries for ABC News, reported decision in talk to group of newspaper writers in Los Angeles. He said when lower Indiana court follows appeals court’s instruction to dissolve injunction ABC will broadcast report on crib-burning incident. Documentary was broadcast last Nov. 26 and repeated last Wednesday (June 12), but with 34-second crib-burning scene excised because of injunction.

Piling on: Hugh Scott, Al Kramer add own versions of renewal bill to 21 others set for Pastore unit consideration this week

Two new license renewal possibilities appeared last week, upping to 23 count of those pending before Senate Communications Subcommittee hearing tomorrow (June 18) (story page 19). One is bill enhancing broadcasters’ position, other is volunteered draft of measure that would weaken it.

Senator Hugh Scott (R-Pa.) introduced bill that would alter House version (H.R. 12993) to change “negotiations” to “good faith discussions” between licensees and “persons raising significant issues regarding the operations of such station.” He’s worried that language in House bill could be construed to mean labor relations-type give and take, despite disclaimer in House report accompanying bill. Senator also wants to change ascertainment criteria from survey of community’s “needs, views and interests” to “needs and problems” of service area. He said in speech on Senate floor that inclusion of new “views” criteria “might mean individuals in a community could dictate what kind of programming, hours of service, promotional practices, good will and employment rules a licensee should have....The broadcast licensee has the responsibility now to serve the whole community,” he said.

Second new measure comes from National Citizens Committee for Broadcasting and is “counterlegislation” to House bill, according to Albert Kramer, president. Draft is designed to head off broadcasters’ concerns about continuity of franchising by providing for reimbursement of incumbent licensee if he loses license on challenge. Incumbent would be awarded preference against competing applicant “based on degree to which the broadcaster is rendering service to the community....The stronger the service, the greater the preference,” citizen group said in explanatory statement. To acquire license from incumbent, group says, “blue-sky...challenger must make a very strong showing that its proposals will be implemented.”

“Stabilizing elements” of bill include provision that would require challenger to purchase incumbent’s facility, at depreciated cost, at incumbent’s option, if competing applicant succeeds. Also, if incumbent has not had “opportunity to recoup its investment, including any initial losses,” incumbent is entitled to reimbursement from successful challenger. Reimbursement process would be set up by FCC rulemaking but would operate outside commission supervision.

Reimbursement provision will deflate price of licenses, NCCB concedes, and would not apply to licenses acquired
after enactment. "As for prospective purchasers," group said, "they are on notice that they should not pay inflated prices for licenses based on assumption of automatic renewal."

Divestiture of stations by newspapers in same market would be encouraged by NCCB draft. Licensee would not have to forfeit license, but, if challenged and not wishing to go through comparative hearing on concentration of media issue, it has until next renewal time to divest itself of either station or paper. Then license would have to be offered to local group first, before buyer outside area could bid on property. NCCB draft has at least tentative backing of Senator Philip Hart (D-Mich.), who has asked that FCC, OTP and Justice Department respond when each testifies.

**In Brief**

TV breaks through to the mails. Television gets half of $5 million advertising budget announced Friday (June 14) by officials of U.S. Postal Service for what they called first campaign by any government agency to sell consumer product. Campaign, for fiscal year starting July 1, will promote sale of commemorative stamps, books and related stamp-collecting materials. Officials said $1.5 million to $1.7 million would be allocated to network TV advertising, $200,000 to $1 million to spot TV, with other half of budget going to magazines and comic strips. T.R. Engel, postal service's manager of philately advertising, said 18-month test of similar media mix in St. Louis, Boston and Columbus, Ohio, indicated campaign would yield $5 million more than its $5 million cost. Agency is Needham, Harper & Steers, New York.

ABC doubles derby dollars. Kentucky Derby, CBS fixture for last 27 years, will be on ABC-TV for next five under exclusive TV deal in which ABC Sports reportedly will pay $600,000 to $700,000 annually to Churchill Downs Inc., which stages racing's most colorful event. ABC-TV will also present derby-eye entertainment specials from Louisville, Ky., derby home, starting with 90-minute live-and-taped report next May 2, and will cover potential derby candidates each year through showings of some major pre-derby races for three-year-olds on *Wide World of Sports*. Whether these programs were part of deal was not clear. Radio rights, held by CBS since 1948, reportedly are still in negotiation with CBS and others, perhaps including ABC. Loss of derby, for which CBS reportedly was offered $325,000 this year, breaks up one of CBS-TV's most prestigious spring sports series, so-called triple crown of racing, embracing Derby, Preakness and Belmont Stakes, run within five-week span in May and June. CBS's TV-radio contract for Preakness has two more years to run, but Belmont TV-radio contract expired this year and has not yet been renegotiated.

Wire cost increase threatened. Disregarding FCC request for delay, AT&T last week instituted new hi-lo private line rates that may force broadcast stations and other media to drop one or more newswire service *(Broadcasting*, April 8). Whereas AT&T had charged uniform rate for same service around country, new tariff will set rates according to AT&T costs—high in low-density areas, low in high-density areas. AP, UPI and other wires are expected to pass estimated $5 million jump in costs to customers. NAB study indicated most radio stations would either cancel a wire or reduce news coverage in other areas to absorb economic burden.

TV's turn. Thirty-three CLIO awards for television commercials were presented last Friday (June 14) by American TV and Radio Commercials Festival in New York. Winning "over-all campaign" award, regarded as major prize, was Bozell & Jacobs, Omaha, for Old Home bread, buns and rolls series. Carl Ally and Benton & Bowles, both New York, won four awards each—two to Ally for its Fiat "Stunt Driver," one each for IBM Selectric's "Erasing Typewriter" and Tonka Toys' "Excuses." B&B's winners were Gillette Trac II's "Undercover Agent," Texaco's "Tortoise and Hare," Scope mouthwash's "A Day in the Life" and Muscular Dystrophy Association's "Ezzard Charles." (See page 30 for radio CLIO winners.)

Another "Post" challenge. Former member of Republican National Committee has filed suit against Washington Post Co., parent of Post-Newsweek Stations Inc., charging management with impropriety in 1971 public stock sale and suggesting editorial bias on part of subsidiaries *Washington Post* and *Newweek* magazine. Carl L. Shipley, Washington lawyer and president of Forrestal Village Inc., Delaware corporation (in whose name suit was formally submitted), asked substantial, but unspecified, compensation on part of Post's 1,400 class B stockholders. Post went public three years ago. Shipley suit alleges Post management failed to disclose at time that class B shareholders would have only limited voting rights (Post Chairman Katharine Graham remains largest stockholder, all class A), that dividends would not complement earnings and management would be given "excessive" stock options. Suit also charges that management lacked candor in failing to disclose in 1971 prospectus that WTOP-FM Washington (now WHUR) would be donated by firm to Howard University, and that company intended to "pursue an editorial policy of distorting, exaggerating, suppressing and otherwise abusing freedom of the press..." Post said charges were completely without foundation, noted that prospectus had indeed mentioned Howard gift and said it would defend against suit vigorously.

One on stage, another in wings. FCC's Broadcast Bureau has new deputy chief. Civil Service Commission has approved appointment of Paul Putney, member of Philadelphia law firm of Dechert, Price & Rhoads, to fill position vacant almost two years. It's also nearing final approval of Clay Smith as deputy chief of Cable Television Bureau. Mr. Smith, Howard Law School graduate, is with Washington firm of Arent, Fox, Kintner, Plotkin & Kahn.

No shoutout. WNET(TV) New York, still smiling over sudden windfall of foundation grants (see page 40), got more good news Friday (June 14). *American Chronicle*, replacement for terminated *Bill Moyers' Journal*, was approved by stations for National Station Cooperative in next-to-last elimination round. So far, it's only WNET show accepted. With bidding set for conclusion early this week, 19 shows have now been approved for co-op, 65 have been rejected and nine are still pending.
It took Bill, Lee & Nipsey 6½ minutes to undress this famous blonde beauty.

Based on the original 10-year network ratings success ★ Fast moving fun for the 18-49 audience ★ Hosted by witty Richard Dawson with celeb panel Bill Bixby, Lee Meriwether and Nipsey Russell.

30 colorful half hours for Fall '74

MASQUERADE PARTY
A Hatos-Hall Production
'Place in the Country' earns British Caledonian place in the sun

Would you buy syndication rights to a show that you know will get low ratings?

When British Caledonian Airways bought the rights to the Thames Television series, A Place in the Country, it knew what it was doing, and it knew what it wasn't getting. A Place in the Country is a 13-week series and each individual program features a different British country home that holds a place in history. Slow-paced and intellectual, A Place in the Country is way out of the mainstream of American television viewing.

British Caledonian Airways knew A Place in the Country would never appeal to a mass audience, even though a New York Times critic raved: "Leave it to the British for another of those original, stimulating television series, this time a 13-week, 30-minute tour of historic homes and estates that couldn't be more engrossing and charmingly picturesque."

But British Caledonian was looking for something else. It was after the upscale traveler interested in Britain; the traveler who would buy high-price, high-yield airline tickets. These are the travelers who could get very excited over a quiet series on English country homes.

A Place in the Country is currently running in New York and Los Angeles, British Caledonian's two U.S. gateway cities. It is also syndicated in Houston in anticipation of British Caledonian's Houston-London service, and in Chicago.

To take full advantage of the series, a British Caledonian commercial during the show offers viewers an "A Place in the Country" tour to the homes seen on the series. At $1,023, it's definitely a tour for the upscale traveler.

A Place in the Country is only a small part of British Caledonian's advertising program, but it is typical of this advertiser, which on a modest million-dollar budget spends every dollar strategically. Instead of the scattergun approach, British Caledonian carefully takes aim at its target group. The airline's basic appeal to this high-income group is superior service and individual attention. So, you've heard that from other airlines before, right? Well, so had we at the agency. In the case of British Caledonian, however, we found its claims to be true. Our next problem: How to create advertising that would make that pitch believable.

In search of a new way to say "service," we did research that told us Americans were intrigued that British Caledonian was without government subsidy, yet it was the world's fastest growing airline.

How did British Caledonian do this?

By doing more; by outperforming others. From baggage handler to stewardess to maintenance man, the airline turned itself inside out for its passengers. What happens when you do things that well? You make the competition look bad, and they don't much like you for it.

From this emerged our controversial, highly visible "The Airline Airlines Hate" campaign that rapidly built awareness for the airline. British Caledonian personnel told the story. For example, Albert Rochester, the "cook other cooks hate":

"When the chef tells Albert Rochester to mince the onions, Albert gladly cries all day. When he tells him to mash the potatoes, Albert whips himself into a frenzy. This is the kind of spirit you find in the kitchens of the British Caledonian. From chef to pot washer, everybody is out to prove that just because food is served in the air, it doesn't have to taste tasteless. Why does Albert Rochester work his fingers off so you'll love your dinner? He works for an independent airline, which means they have to do everything better. Have to make it on their own, without any help from anyone. Albert and everybody who works for British Caledonian, from pilots to stewardesses, to customer-service personnel, have caught that British Caledonian 'do it better bug.' Other airlines hate the way we have to be better than everybody, but you, you Americans, you're going to love it."

The medium used is specialized television (besides A Place in the Country, time has been purchased on The Six Wives of Henry VIII, Princess Ann's wedding coverage and other special British interest programs). In print, the New York Times, Los Angeles Times and Wall Street Journal are also used heavily. And radio, particularly drive time, is important to reach the consumer this airline wants.

Businessmen get a large share of the attention. Employing the "Airline Airlines Hate" theme, British Caledonian tells New York businessmen, "We can save you an hour getting to London." Because British Caledonian is the only U.S.-to-Britain carrier landing at London's Gatwick airport, it can offer travelers a unique rail connection into the heart of London that saves pressured business travelers as much as an hour of bumper-to-bumper traffic time.

Los Angeles, British Caledonian has even more to sell the businessman. While competing airlines leave Los Angeles at noon or 1 p.m., only British Caledonian has an evening departure enabling the businessman to spend the day in his office and then depart. To express this, the term "business machine" was created. The British Caledonian "business machine" leaves at night, saving the businessman a business day getting to London. He also enjoys the advantage of landing at Gatwick airport with its quick rail link to London—a much appreciated advantage after 11 hours in the air.

In British Caledonian's first year, April 1972-73, which was not a great year for international travel, the airline exceeded its goals and averaged a better than 90% load factor (percent of seats filled).

Getting the credit for this achievement is highly visible advertising carefully aimed at a select market.

Franchellie (Frankie) Cadwell has been active in advertising for nearly 20 years. She began in the mid-fifties with the house agency of Kayser-Roth, New York. From 1958 to 1965, she was partner in Trahey-Cadwell, New York, and from 1965 to 1970, she was partner in Cadwell-Davis, New York. In 1970, Cadwell-Davis was acquired by Compton Advertising and Ms. Cadwell became president of Cadwell-Compton, whose clients include Johnson & Johnson Health Care Division, Philip Morris International and British Caledonian Airways. The agency has grown in billings to around the $6 million mark.
Why do two networks refuse to run this commercial?

As you can see from the storyboard reproduced above, we want to ask the public how it feels about offshore drilling.

But the policies of two national television networks prevent us from asking this question.

This is dangerous, it seems to us. Any restraint on free discussion is dangerous. Any policy that restricts the flow of information or ideas is potentially harmful.

The networks say that the public's need for information is best served in news programs prepared by broadcast journalists.

Behind the networks' rejection of idea advertising may be the fear that demands for equal time will be made. We have a reasonable answer to that. We offer to pay for equal time, when the request is legitimate.

We think more discussion, not less, is needed of vital issues such as the issue of America's energy needs. We're willing to buy the time to say what we should be saying. We're willing to buy time so you can hear opposing views.

But two big networks aren't willing to make time available, in this case.

You know the principle at stake here. You've seen it in writing, more than once:

"Congress shall make no law... abridging the freedom of speech."

You've seen it in the First Amendment to the Constitution of the United States. So have we.

We'd like to know what you think about either of these issues. Write Room 647, 150 East 42nd Street, New York, N.Y. 10017.
IT'S ALL IN HER MIND!

Her mind is still the world's best copywriter. A little help from her imagination can make your commercial message a lot easier to remember. W. R. Simmons has shown that accurate recall of advertising brands among listeners to Personality/MOR radio rates 38% higher than average television. While recall among listeners to radio in general is only 15% below that for average TV. "A picture is worth a thousand words."
True or false? Ask a Golden West Broadcasters station or Major Market Radio, Inc. for further information from the Simmons Commercial Impact Study. It doesn't have any pictures. Just words—that will help you make up your own mind.

The "Commercial Impact Study" was made in Los Angeles in March and May, 1973. The percentages quoted here are estimates based on systematic random sampling and are subject to statistical variations inherent in the methodology.
A complete copy of the Simmons Study, including technical data and an explanation of the methodology, is available on request.
A GREAT CHANCE TO BREAK INTO RADIO!


Doubleday Media
Brokers of Radio, TV, CATV, and Newspaper Properties.

Regional Managers
Peter V. O'Reilly, 1730 M. St. N.W., Washington 20036, 202-872-1100.

Successful Managers Know:
INTUITION ISN'T ENOUGH . . .
SUPERIOR DECISIONS DEMAND
UP-TO-DATE, COMPLETE INFORMATION

Trying to make decisions affecting tomorrow's operations based upon old or inadequate data is neither easy nor effective. Current sales, availabilities, and financial information is an essential ingredient of station progress.

PSI "BAT" Billing, Accounting, and Traffic Systems do the whole job. Computer-based, in your station, PSI sells and installs them on a "turnkey" basis. No risks. And BAT systems pay for themselves.

To get details, or have an in-station demonstration without obligation, write or call.

Paperwork Systems Inc.
P. O. Box 38 2000 "A" St., Bellingham, WA 98225 (206) 733-8510
Behind this pretty face you’ll find three rugged playback systems for mono or stereo cartridges that have the same quality as the most respected single-play cartridge machines in the business. Behind that, you’ll find the guarantee of quality and dependability that only comes from the world’s leader in automated broadcasting... Schaefer Electronics.

Tell me more!

Name:
Address:
City:
State:
Zip:

The most respected single-play.

Found the “Right” Format Yet?

Inspiration Radio may be the answer in your market. Dirigo Media provides a complete program-format consulting service including sales and promotion. Call or write Fred Miller for details.

Dirigo Media 207-773-9022
638 Congress St., Portland, Maine 04101
WINNER OF 3 EMMY AWARDS

THE MERV GRIFFIN SHOW

THE NUMBER ONE NATIONALLY SYNDICATED TALK-VARIETY SHOW
-- IN THE RATINGS

(#1 IN TOTAL VIEWERS; #1 IN TOTAL HOUSEHOLDS; #1 IN ADULTS;
#1 IN WOMEN; #1 IN MEN; #1 ADULTS 18-49; #1 WOMEN 18-49; #1 MEN 18-49.) *

IS ALSO THE NATION'S NUMBER 1
TALK • SERVICE • VARIETY SHOW

AS VOTED BY
THE NATIONAL ACADEMY OF
TELEVISION ARTS AND SCIENCES

EMMY FOR BEST
Talk/Service/Variety Show (Producer Bob Murphy)

EMMY FOR BEST
Writing for a Talk/Service/Variety Show
(Tony Garafolo, Bob Murphy, Merv Griffin)

EMMY FOR BEST
Director of Talk/Service/Variety Show (Dick Carson)

* SOURCE:
NSI Report on Syndicated Programs 4 week period ending November 21, 1973. Subject to qualifications available on request.
Most installations have different specs, so we make different cables...all with the same Comm/Scope quality.

Long-term signal stability, superior physical and mechanical properties, low-loss return—whatever you need most in a cable. Comm/Scope makes it:

New PARAMETER™ Coaxial Cable with all the electronics you’ve been looking for in a strong, rugged, easy-to-handle coaxial. Guaranteed for five full years.

Cell-O-Air® XD Coaxial Cable with expanded polystyrene dielectric. Which lets you make longer trunk runs using smaller cables and fewer amplifiers per mile.

Extended Spectrum Alumagard® Coaxial Cable with a five-year written guarantee. And full frequency utilization to 300 MHz and beyond.

Solid-D® Coppergarde® Coaxial Cable for direct burial application, guaranteed five years.

So keep your specs up. Insist on Comm/Scope quality. It's something special.

Comm/Scope Company, P.O. Box 2406, Hickory, North Carolina 28601. Phone 704/328-5271.

Warehouse Locations: San Rafael and Chula Vista, California; Dallas, Texas; Tampa, Florida; Seattle, Washington; Sherrills Ford and Angier, North Carolina; Woodbridge, New Jersey; Rock Island, Illinois.

Comm/Scope Company
Division of Superior Continental Corporation

October


Oct. 3-8 — Women in Communications Inc. annual national meeting, Bellevue Stratford hotel, Philadelphia.

Oct. 4-8 — American Women in Radio and Television midwest area conference, Sheraton Valley Forge, Valley Forge, Pa.


Oct. 8-10 — Illinois Broadcasters Association fall convention, Hyatt Regency O'Hare, Chicago.

Oct. 8-11 — Western Educational Society for Telecommunications annual conference, Golden Gateway Holiday Inn, San Francisco.


November

Nov. 4-8 — International E.T.F. Corp. film and TV festival of New York, Americana hotel, New York.

Nov. 8-19 — Educational Foundation, American Women in Radio and Television board of trustees meeting, Los Angeles.

Nov. 10-15 — Society of Motion Picture & Television Engineers technical conference and equipment exhibit, Four Seasons Sheraton hotel, Toronto.

Nov. 15-16 — Society of Professional Journalists, Sigma Delta Chi 1974 national convention, Townhouse hotel, Phoenix.


Sept. 13-15 — American Women in Radio and Television northeast area conference, Lodge on the Green, Painted Post, N.Y.

Sept. 15-17 — Nebraska Broadcasters Association annual convention. Holiday Inn, Columbus.


Sept. 16-21 — VDUCOM, International Market for Video Communications, Palais des Fêtes, Cannes, France.

Sept. 18-24 — Electronic Industries Association of Japan, Japan Electronics Show '74, Tokyo International Trade Fair Grounds, Tokyo.


Oct. 2-7 — NSS Radio Network Affiliates convention, Arizona Biltmore hotel, Phoenix.

Sept. 29-30 — American Association of Advertising Agencies Western regional meeting. Vancouver, B.C.

Sept. 29-30 — Institute of Broadcasting Financial Management 14th annual conference. Chase-Park Plaza, St. Louis.


Broadcasting Jun 17 1974
High 'Profile'

EDITOR: I am very grateful for the "Profile" in Broadcasting (May 13). The recognition it accords to American Women in Radio and Television is outstanding. I was personally pleased that it took note of my long association with WGN Continental Broadcasting. They have always been most supportive and encouraging to me in my AWR activities. It will be one of my goals to encourage other broadcasting management to give such support to their women.

Reading the finished article, I realized what a pro you have on your staff (assistant editor Carol Dana). I thought the piece was well written and that she did capture whatever "flavor" our meeting had.—Patricia L. Nealin, president, AWRT; manager of films, WGN-TV Chicago.

The last word

EDITOR: I am amused by the letter written by Bob Smith of WREX-FM, noncommercial campus station at Georgia Tech in Atlanta. He complains of your erroneous reference to the Georgia-Notre Dame football game on TV Sept. 9. It should have been Georgia Tech, of course.

Mr. Smith says "both the football team and institution would never be confused with a cow college." That is an interesting and educational statement. I stand corrected, for I thought Georgia Tech had dropped football. Or, at least their record indicates that they should do so.

W. C. Woodall Jr., president, WWWD-AM-FM Dawson, Ga.

Slighted

EDITOR: I am appalled at the incomplete research done for the article on UHF television (Broadcasting, June 10). The most dramatic success story in UHF or independent television is WTCG-TV Atlanta. It is the highest rated independent UHF television station in the United States. (Metro share sign-off to sign-off F/M '74 ARB.)—John D. Sawhill, vice president, marketing and research, RKO Television Representatives, New York.

Blowing Gabriel's horn

EDITOR: Your story in Broadcasting of May 27 headed "Gabriel Blows His Horn" was fully accurate. An interesting point not covered was the fact that our company was the first cable system in history to win one of these awards. The CATV industry, reeling from Wall Street and legislative blows as it is these days, could use a bit of recognition when earned.—Leo Hoarty, general manager, Buckeye Cablevision, Toledo, Ohio.

SO WHAT'S NEWS?

Phrases such as "Happy Talk," "Tabloid," "Top 40 News," and "Show Biz News" are coined by people, mostly columnists or commentators, who haven't the slightest idea of what makes local television news the number one source for news in most markets in the country. Much less do they have any firsthand knowledge or understanding of what mass audience is, or why it is attracted to and believes in the credibility of television news.

There was a time a few years ago, when network television news carried along with it, the local station's news ratings. This is no longer true. Local news has improved so significantly in the last few years, that in most cases, it now carries the network news. A study of ratings in individual markets will make this fact clear.

We do not believe that there is or ever will be a formula for a successful local newscast. Each market is different, not only socio-economically, but competitively. Our recommendations to every client are based on personal opinion, but extensive research by social scientists done in-home in that particular market. Then, the findings are combined with the benefits of our over twelve years' experience as the first company founded, specializing in this area, to help improve the station's position.

In almost every case, we work directly with the total management, including the news director, in developing the research and the subsequent solutions to the problems the news director faces.

If you want to know more, phone

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McHugh and Hoffman, Inc.
Communications Consultants
7900 Westpark Drive
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Area Code 703
790-5050

Broadcasting Jun 17 1974
Some things just go together naturally. Like WWJ AM & FM for example!

WWJ-AM and WWJ-FM—a natural combination! Two distinct radio stations. Each with its own distinctive sound. News and information all day on WWJ-AM. The finest spectrum of music available anywhere on WWJ-FM. The kind of programming listeners really like. That's why the WWJ AM & FM combination continues to rank Number One in total audience, women 18-49, adults 18-49 and total adult women, weekdays from 6 AM to 7 PM*—making it by far Detroit's most efficient radio buy. WWJ-AM and WWJ-FM. A natural combination!

*Source: January-February, 1974, ARB average 1/4 hour estimates, Monday-Friday, Detroit Metro Area, subject to source limitations.

NBC Affiliate. National Representative: The Christal Company
On copyright broadcasters lose some and lose some

Record royalties are preserved in Judiciary mark-up; cables escape prohibition, fee cut for broadcast carriage

Broadcasting interests lost a major battle last week in their attempts to kill a newly constituted royalty right for recording companies and their artists. The Senate Judiciary Committee split down the middle, 8 to 8, and thereby preserved the controversial record royalty contained in a comprehensive copyright-revision bill.

The mark-up session also produced a clear victory for the cable industry, which succeeded in deleting another section of the bill that would have severely restricted its right to carry distant sports programs and in halving the rates cable-TV systems would pay copyright owners for the use of broadcast signals.

The National Association of Broadcasters, which had been fighting the record royalty, Section 114, since 1969, said it was "disappointed" that the provision survived the mark-up and that it would carry on its fight.

"As far as we're concerned," said Grover Cobb, senior executive vice president of the NAB, "8 to 8 doesn't prove anything." Since the vote does not clearly define the committee's position on Section 114, he felt, "we have an opportunity of removing this thing on the floor."

In adopting the principle of a recording right, the committee reduced the rate of payment that its Copyright Subcommittee had proposed—a ceiling of 2% of gross revenues for broadcast stations. Instead, the committee adopted a compromise schedule of $250 per year for stations grossing under $100,000, $750 for those grossing between $100,000 and $200,000, and 1% of revenues for those grossing more than $200,000.

Authorities varied in their estimates of probable cost to broadcasters. Figures ranged from something less than $15 million a year to more than $20 million. The pool is to be divided equally between record manufacturers and record performers, according to a distribution formula to be calculated by the register of copyrights.

In arguing against adoption of any royalty principle for radio manufacturers and performers, the NAB has called the proposal a "rip-off." The association has pointed out that performers are already paid for recording sessions and stars participate in revenues from record sales. Beyond that, the NAB has said, record companies derive valuable promotional benefits from air exposure of their releases.

Cable interests were ecstatic over the outcome of the biggest fight they have yet fought on Capitol Hill. With only one negative vote, the committee killed a provision in the bill that would have prevented cable systems from importing sporting events from distant markets when games of the same sport are being played in the system's area. Senator Philip A. Hart (D-Mich.) was the lone dissenter.

Senator John L. McClellan (D-Ark.) had planned to introduce an amendment deleting the so-called blackout section but would have sent the issue to the FCC for final adjudication. The senator opposed Section 114 on the grounds that sports protection was a regulatory matter, not one that belonged in a law. But by the time of the mark-up session, Senator McClellan backed down from his FCC-jurisdiction position and threw his support behind the amendment, offered by Senator Edward J. Gurney (R-Fla.), that deleted the section without mention of FCC purview. Mr. McClellan changed his mind, an aide said, in the belief that the FCC directive "could be exploited by one group or another to have the bill sent to the Commerce Committee." Senator Howard Baker (R-Tenn.), a member of the Senate Commerce Committee, has formally asked Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, to request a referral to Commerce before the bill goes to the Senate floor. Senator McClellan is against such a referral. Senator Hart introduced an amendment similar to Senator McClellan's in the course of his fight to keep in the bill some semblance of professional sports control over the rights to its games, but lost on the same 11-1 vote.

On the fee schedule, the copyright owners lost a crucial vote in their battle to keep royalties for broadcast retransmissions at the levels prescribed in the bill as it was reported out of the Senate Copyright Subcommittee. Sensing a mood in the committee to cut the rates, the copyright owners backed a two-tiered schedule, introduced by Senator Quentin N. Burdick (D-N.D.), but lost by two votes. Favoring the two-tiered schedule, which would have lightened the fee burden on smaller cable systems, were Senators McClellan, Robert C. Byrd (D-W. Va.), Hiram Fong (R-Hawaii), Birch Bayh (D-Ind.), John Tunney (D-Calif.), Charles McC. Mathias (R-Md.), and Hart. With the failure of the Burdick amendment, the adoption of an amendment by Senators Gurney, Marlow Cook (R-Ky.) and Strom Thurmond (R-S.C.) to halve the fee schedule was a fait accompli. Only three dissenting votes were recorded in the voice vote that passed the Gurney amendment, those of Senators Mathias, Tunney and Hart. There was a surprised reaction from many observers that Senator Edward Kennedy (D-Mass.) did not join his usual senatorial allies, Senators Hart and Tunney, on the rate-cut vote.

The rates, which previously ranged from 1% levy on gross revenues for the smallest cable systems to 5% on the largest, now range from 1½% for systems grossing less than $40,000 per year to 2½% for those grossing more than $160,000.

The committee provided, however, that the rates will be reviewed by a copyright tribunal six months after the act becomes law and reviewed at five-year intervals after that. As originally drafted, the bill would have provided the first review three years after enactment. The Copyright Subcommittee cut that to 18 months, a period further tightened last week by the

Decisive split. This is how the 16 members of the Senate Judiciary Committee voted on the deletion of Section 114, the performers' royalty provision, of the copyright revision bill. The for-and-against lineup held for all amendments up to the final compromise, which was adopted unanimously. Senators Bayh and Cook voted by proxy.

For

Marlow Cook (R-Ky.)
Roman Hruska (R-Neb.)
James O. Eastland (D-Miss.)
Sam Ervin (D-N.C.)
Edward J. Gurney (R-Fla.)
Quentin N. Burdick (D-N.D.)
Strom Thurmond (R-S.C.)
Robert Byrd (D-W. Va.)

Against

Hugh Scott (R-Pa.)
John L. McClellan (D-Ark.)
Philip Hart (D-Mich.)
John Tunney (D-Calif.)
Charles McC. Mathias (R-Md.)
Edward Kennedy (D-Mass.)
Hiram Fong (R-Hawaii)
Birch Bayh (D-Ind.)
parent Judiciary Committee.

Richard W. Jencks, CBS Inc. Washington vice president, spoke for many broadcasters when he expressed disappointment that the cable interests had succeeded in getting so low a scale of payments into the broadcast-retransmission pool. But he called the establishment of copyright liability for cable carriage of broadcast signals "the most important news to come out of the committee." He said it was possible the concessions to cable would not have been made if broadcasters "had worked harder on that section of the bill."

Mr. Jencks was speaking for no other broadcasters, however, when he curried support for Section 114, establishing the record royalties. The principal broadcaster efforts were directed toward extinction of that section. CBS alone among broadcast interests supported it for the revenues it promised for its Columbia Records. Indeed the CBS Radio Affiliates Association took pains to let Senate Judiciary Committee Chairman James Eastland know in advance that the CBS Radio network's 200-plus affiliates were opposed to CBS Inc.'s position on the proposed fees—and CBS Radio officials let association leaders use the network's lines for a closed circuit sounding the alarm.

Odin S. Ramsland of KDAL(AM) Duluth, Minn., chairman of the association, conferred with other members of the organization's executive committee by telephone after being alerted by the NAB that some Judiciary Committee members might think the affiliates supported CBS's position. He then advised CBS Radio President Sam Digges that the five-member executive committee was unanimously opposed to the copyright bill's fee section, and obtained permission for an executive committee member, Joseph M. Higgins of WHP-AM-FM Harrisburg, Pa., geographically closer to New York than the other members of the committee to make a closed-circuit report to all CBS Radio affiliates via CBS facilities on June 3.

Mr. Higgins spoke for about five minutes, urging all stations to contact their home-state senators to express their opposition to the fee provision. In the meantime Mr. Ramsland had already written Chairman Eastland to "make it very clear" that CBS's position is "opposite to the feeling of more than 200 radio stations" affiliated with CBS's radio network.

The NAB's Mr. Cobb said that whatever happens to the record royalty on the Senate floor, there were hopes of killing it in the House. In House Judiciary Committee hearings, he said, "we have a chance to develop a record on this issue that we couldn't develop on the Senate side." The last round of hearings before Senator McClellan's Copyright Subcommittee were restricted to other sections of the bill. In broadcast testimony, the only mention of Section 114 was in the last paragraph of the prepared statement of the NAB president, Vincent T. Wasielewski.

But hearings in 1967 did cover the performers' copyright provision, a Judiciary Committee spokesman said. "And after all," he said, "the arguments really have not changed since Fred Waring's time." Mr. Waring was one of the first movers behind a performers' fee, as early as 1950.

A music industry lobbyist called its victory on Section 114 "the triumph of the fleas over the elephant." Throughout the tense, day-long mark-up, which was closed to outsiders, broadcasting and cable lobbyists nervously guarded the front door of the committee room while the music and film people crowded outside the back door waiting anxiously for news. The music interests had used some artists for their lobbying efforts—singer Andy Williams was known to have called Senator Kennedy (Mr. Williams sang at Robert Kennedy's funeral) to ask his support for the new copyright. Mr. Williams, who now has his own company, Barnaby Records, formerly recorded for Columbia. And there was some comment during the day about the president's hopefuls and those up for re-election on the Judiciary Committee needing a "benefit concert or two" to raise campaign money soon.

Still, the day was not a clean sweep for the recording industry. It lost the flight to keep mechanical royalties—the fees record manufacturers pay composers and publishers for the right to use their music—down to an "acceptable" level. Presently, the mechanical fee is two cents per song per record sold. The House bill, passed in the mid-60's, two-and-one-half cents per cut. Last week, the Senate committee approved a hike to three cents, a cost increase to the recording industry that would effectively wipe out any monetary gain it would get from a performers' fee.

"We think it's unfair that everyone else got their rates cut except us," a record industry spokesman said. He predicted the mechanical fee issue would be a "major battleground" in the copyright bill's future.

As long as three months ago, knowledgeable observers gave the recording royalty no more than a 50-50 chance of surviving mark-up. No one knew just how prophetic that prediction had been until the votes turned out to be tied—and thus to the Senate Judiciary Committee needing a parent Judiciary Committee for the 10th June 1964.

One by one, the Judiciary Committee members who rejected the mark-up voted for the bill. The committee adopted the new copyright statute, 8 to 8. (Section 114 also provides that background music services will pay 2% of their gross to the recording royalty pool, jukeboxes $1 a year each, and cable system fees to be fixed by the register of copyrights for originated programming.)

Senator Ervin offered a compromise setting a 1% levy on stations grossing more than $200,000 per year and exempting the smaller stations; it lost 7 to 7. Finally, Senate Byrd broke the deadlock and voted with Senator Hugh Scott (R-Pa.), the chairman of the committee, to reject the compromise, a move that established a liability for all broadcasters no matter what their gross revenues. From then on, it was a matter of horsetrading to get to the schedule the committee so adopted.

The committee is expected to take another two weeks to write its report, which must accompany the bill to the Senate floor. Officials said that as the calendar now stands the bill is unlikely to reach Senate consideration before the end of July.

The mark-up session came on the day after the 10th anniversary of the introduction of copyright-revision legislation. On June 10, 1964, the first revision bill in 55 years was introduced in the House. The House passed the bill on to the Senate in 1966. The bill has been languishing in the Senate since 1967, primarily waiting for the cable television issues to be resolved. The bill adopted by the Senate Judiciary Committee last week is radically different from the one adopted by the House. The House version does not contain a performers' copyright.

Observers think it may be another two years before the House and Senate can agree on a final version of copyright revision.
NAB boards: It never rains but it pours

Even license renewal moves to back agenda for meetings this week as copyright and mounting pressures on children's advertising are on top

"The same old problems are with us," sighed a National Association of Broadcasters official running down the agenda for this week's NAB summer joint boards meeting, tomorrow (June 18) through Thursday. But they've got plenty of new problems, too.

Section 114 (recording royalties) of the new copyright bill (story page 17) is bound to be a hotly debated item when the NABammers sit down behind their microphones to hear testimony on license renewal legislation. That's because local broadcasters could lose money under the new rules, even when they pay for the privilege of receiving the programming.

Section 114 will also put the television station associations in the uncomfortable position of having to explain the BBC's general thinking. The FCC, which will have to verify what the BBC's top priority is under section 114, may well be expected to take its cue on the BBC's thinking. But while the FCC may be expected to take its cue on the BBC's thinking, it's not clear how much the FCC will weigh in on the American audio-visual programming market that's been so supportive of American producers.

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The boards will also be asked to consider the implications of the FCC's announcement that it will begin hearings on license renewal legislation. That's because the FCC's announcement will likely be followed by a decision by the Federal Communications Commission to start the process of laying out a new framework for television license renewal. That framework could be used as a basis for determining what the new regulations will look like.

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company two broadcasters from his state—William Duhamel, executive vice president and station manager of KOTA-AM-TV Rapid City, and Dean Sorenson, president and general manager of KCCR (AM) Pierre.

It is known that the broadcasters group is trying to whittle down its number in hopes of shortening the list of witnesses and the length of the hearings. The National Association of Broadcasters has said that it believes an adequate record on the pros and cons on renewal revision was developed from 17 days of hearings before the House Communications Subcommittee.

Time is the bill's biggest enemy now, the broadcasters feel. If the bill is not passed this year by the Senate, its chance will be "greatly diminished" in subsequent sessions, NAB President Vincent Wasilewski has said. If there is a trial of President Nixon in the Senate, all normal business will come to a halt and the license-renewal bill will be frozen out of possible consideration this year. So the broadcasters are trying to cut as much time as possible from hearings before the Pastore committee.

Justice Dept. fights FCC's ground rules for multimedia decisions

Agency enters KRON court case, seeks decision on how to determine market areas and what media should be included in investigating concentration of control

The Department of Justice has jumped into the KRON-FM-TV San Francisco court case, and the resulting ripples could extend far beyond the confines of the Bay area. For Justice is seeking a court ruling that would bolster its arguments in the growing number of cases in which it is petitioning the FCC to deny renewal to broadcast stations affiliated with newspapers.

The department last week filed a friend of the court brief in the appeal of the commission's renewal of the licenses of the stations owned by the publisher of the San Francisco Chronicle. And the issue it wants resolved includes the question of identifying relevant market, in terms of geography, and the kinds of media and services to be considered in determining whether a concentration of control of mass media exists.

The case, now before the U.S. Court of Appeals in Washington, was initiated in May by Albert Kihn, a one-time KRON cameraman who died in March in a plane crash, and Blanch Streeter, a former KRON employee. Virginia Kihn, Mr. Kihn's widow, has substituted for him as a plaintiff in the case.

The commission last May, in a decision that affirmed an administrative law judge's initial decision, rejected allegations that KRON stations had manipulated news coverage to advance the private interests of the parent company, had conducted an investigation of the commission itself and the Chronicle Publishing Co. and that the Chronicle Publishing Co. had an undue concentration of media control in the Bay area. One of the factors in the concentration issue was that the Chronicle is engaged in a joint operating agreement with the Chronicle Publishing Co. daily in the city, Hearst's Examiner.

In reaching that last conclusion, the commission used the KRON-TV grade B contour as the geographic relevant market, and considered a variety of media in its direct-mail solicitations, posters, billboards, national magazines, out-of-state newspapers, and newspapers serving communities outside San Francisco. It also counted television stations whose grade A contours covered KRON-TV's grade A contour and all AM and FM stations within KRON-TV's grade B contour.

The complainants in their reply brief last week listed this approach as one of a number of alleged errors warranting reversal of the commission's decision. Justice focused only on the concentration issue—but a decision favorable to its position would wipe away some of the defenses that licensees in Milwaukee (WTMJ-AM-FM-TV), St. Louis (KSD-AM-TV and KTVI-TV), Des Moines, Iowa (KRNA-AM-FM-TV), Minneapolis-St. Paul (WCCO-AM-FM-TV) and Topeka, Kan. (WIBW-AM-FM-TV) have thrown up against the department's petitions to deny their renewals.

They have cited the commission's decision in KRON in arguing that they do not command undue control of the mass media in their respective markets. The department, which in different proceedings has suggested different relevant markets in San Francisco and the city in another, the Standard Metropolitan Statistical Area (SMSA) in others, joined the complainants in the case in arguing that the administrative law judge and the commission had used incorrect criteria.

Indeed, the KRON case could have an effect even beyond the individual license-renewal proceedings being brought by Justice. In resolving the relevant-markets issue, the court's decision could impact on the commission's consideration of its long-pending proposal to break up multimedia holdings located in the same market.

The commission, Justice said in its brief last week, should not have considered the "qualities to concentration [those] products and services that do not compete with those of Chronicle or KRON-FM-TV and whose existence has no tendency to dilute the concentration in news and advertising." Nor, it added, should the measured concentration "in a geographic market drawn so large as to include media units that offer no effective competition" to the Chronicle company media.

Justice also said the commission erred in including national advertising in the determination of a concentration of control of media exists. For that inclusion, Justice said, could minimize the extent to which local advertisers depend on the Chronicle and KRON stations to reach their would-be customers.

What markets should the commission use in determining whether the San Francisco market—that is, the media—Justice said the proper one is the mass dissemination of current local news and advertising. It said that newspapers have been held by the courts to constitute a line of commerce different from television and radio, it added, can be used as substitutes for them. If that market were used, Justice said, the Chronicle-KRON share of advertising revenues in the San Francisco-Oakland area might have been found to be three times greater than the share on which the commission based its public interest finding.

And the market share might have been found to be still greater, Justice said, if the commission had used a geographic market that was "confused media, commercial reality and its own policies and practice." That is the area in which the Chronicle and KRON-FM-TV compete effectively in local news and advertising.

Justice also said that what San Francisco's urban media, or KRON-TV can even be important sources of local news or meaningful vehicles for local advertisers. Justice noted that—four years ago, considering a concentration of control issue involving Frontier Broadcasting, which owns virtually all of the media in Cheyenne, Wyo., at the time, the commission confined itself to a study of the media situation in that city.

Justice does not contend that the Chronicle company has an undue concentration of control in the Bay area, but it says that the figures the commission used on arriving at its conclusion are wrong, and that it should be asked to reconsider the matter "so that it may be decided by legally appropriate standards."

Wrong way. FCC has dismissed on procedural grounds Gross Telecasting Inc.'s petition for reconsideration of commission order designating Gross's renewal applications for WJIM-AM-FM-TV Lansing, Mich., for hearing (BROADCASTING, May 27) Commission said rules require that such pleadings be filed with administrative law judge.

Delay sought. Philadelphia citizens groups have asked FCC to reconsider license renewal granted CBS's WCAU-AM-FM-TV in May. Commission ignored, without giving reasons, 1972 petition seeking market-wide inquiry into 28 Philadelphia stations, including WCAU-AM-FM-TV, groups said. Corroborative findings of Philadelphia Commission on Human Rights, submitted by groups last month, underscored need for investigation, they said, and in meantime licenses should be held up.

Money back. Another in series of suits
Here's the real lowdown.
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Sioux Falls, S. Dak.
seeking recovery of fees paid to FCC has been filed in U.S. Court of Claims in Washington. Thirty-two parties—representing present or former owners of broadcast and cable system properties—are suing U.S. for $2,026,919. Largest claim—for $1,001,996—was filed in behalf of Time Inc., and represents 50% of grant fee that was paid on approval of $57,180,000 sale of four television stations. Time Inc. subsidiary to McGraw-Hill Inc., in May 1972 (BROADCASTING, May 15, 1972). Parties claim legal basis for FCC fees was overturned by Supreme Court in March in case involving annual fees charged cable systems.

**Lottery losers.** FCC has ordered three Virginia Islands stations to pay fines for carrying lottery information. Promotion for J&B Scotch, with "prize" of $1956 Rolls Royce, drew fines of $2,000 each for wsta(AM) and wvwi(AM) both Charlotte Amalie, St. Thomas, and $1,000 for wvwi-FM Christiansted, St. Croix. Commission also rejected wsta's "hard times" plea for reduced fine and wvwi's objection that the promotion was not really a lottery. Commissioner James H. Quello, in one of first nonroutine votes since his April 30 swearing in, joined Chairman Richard E. Wiley and Commissioners Charlotte Reid and Benjamin L. Hooks in action.


**Computizing.** WGN-TV Minneapolis will install Kaman Sciences' BCS traffic-management system and Central Dynamics' automatic switching system, and then connect them "by a hard-wired communications link that will carry a spot from order confirmation through air-time—all by computer."

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**BPA members assess needs, put perspective on problems**

Three-day session in Atlanta draws unqualified endorsement of delegates

There was a balanced and apparently satisfying blend of practical workshops on promotion and general sessions on broad industry issues at this year's convention of the Broadcasters Promotion Association.

Promotion executives at the June 6-8 meeting at the Hyatt Regency in Atlanta seemed to like the wide range of subjects. A check of a dozen promotion directors by BROADCASTING indicated they felt they had benefitted from both the workshop and general sessions. John D. Furman Jr., director of broadcast standards and coordinator of advertising and promotion for Cox Broadcasting Corp., Atlanta, and outgoing president of the BPA, as well as the 1974 convention chairman, made this observation:

"This year's convention attracted a record 340. The vast majority of the sessions were well attended. And I've had feedback that both the general and workshop sessions were well organized and worthwhile.

The general sessions focused on such industrywide issues as cable television, the FCC, legal problems, the "image" of broadcasting and changing patterns in broadcast news. Workshops explored a wide range of promotional topics.

Released during the convention were the results of survey of stations by BPA on their need in promotional material from syndicators. Among the key findings:

- The primary need at most TV stations is for black and white head shots and for color transparencies; 16mm promotional spots are preferred by most outlets although half in the top-100 markets would use high band video-tape spots; glossy reproductions are heavily preferred to ad slicks for more than the most needed size; the majority of stations like 30- and 10-second audio tape promos in both generic and episodic forms.

- The subject of syndicated promotional material was tackled by a panel consisting of Hal Cranton, director of advertising, sales promotion, publicity and station promotion, MCA TV, New York; Paul Shrage, advertising manager, Columbia Pictures Television, New York, and Mort Slakoff, director of creative services, Viacom International Inc., New York. They answered questions on the policies of their companies on promotional materials. In the give-and-take some station promotion managers felt that a number of distributors ignored their requests for materials. One suggestion made was to include the needs of the stations in a separate sheet at the time a contract for a series or feature films is signed.

- To improve the value of on-the-air promotional material, Tom Kyle, director of broadcast promotion for WOR-AM-TV and KTRC-FM (Phoenix) suggested that the aid of the station's production department be enlisted. He claimed the involvement of producers with promotional announcements will enhance their value, and added: "If possible, a promotion manager should take a course in TV production."

During a session on news promotion, Charles Williams, director of information services, wesi(AM) Boston, detailed a campaign to push the new "newsradio" format of the station. Wesi scheduled a number of "edBy" television and radio spots to establish Wesi's new identity. Marcia Stern, promotion manager, winS(AM) New York, described the station's use of sound to promote its news, with announcements in both a light and serious vein. Promotion manager, wbbm(AM) Chicago, said the station employed outdoor, TV and radio advertising to promote its all-news format. In using other radio stations in the Chicago market, wbbm took this approach: 'Rock the Rock Station. News on a News Station.'

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**At the reins for BPA.** Ken Mills, director, research-promotion, Katz Television, was elected president of the Broadcast Promotion Association for 1975. Also chosen at the Atlanta seminar: Tom Cousins, promotion director of WCCO-TV Minneapolis, vice-president elect; Lynne Grass, promotion director of KOLN-TV/KGIN-TV Lincoln, Neb., vice-president; Don Plichter, promotion manager-television, All Canada Radio & Television, Toronto, secretary, and Ken Whitehoff, director of advertising, promotion and publicity, WTMJ-TV Milwaukee, treasurer.

**Promoting radio personalities isn't easy in this television era, but Gladys Christman, promotion manager of KFI(AM) Los Angeles, showed how it could be done for an independent station. For a comedy team appearing on the station, she conceived various far-out promotions: the best gagster in the listeners' house went on a trip to Las Vegas with the comedians and a "look-alike" contest was held in which listeners described characters that were depicted on the show. She also urged that local personalities be promoted through appearances featuring their personalities with local call letters in the spots."

Pete Barrett, director of information services, kmoX-TV St. Louis, spoke at a panel on "media selection" and concentrated on the effective use of a station's own air time. He cautioned that a promotional campaign should be directed to a target audience and be scheduled in the appropriate day part to reach the largest number possible. Henry Goldberg, president of Henry Goldberg Media Corp., a media buying service in Miami, said it is usually necessary to place a campaign on multiple media, and suggested a twist: Why not promote a sports special on the sports page of a newspaper on a musical special in the entertainment section? Tom Spasari, vice president and media director of N.W. Ayer & Son, Chicago, said in advertising a station, it is important to be dominant in one medium and to advertise consistently "since the public forgets easily."

Richard Payne, director of public relations and promotion, wsb-AM-FM Atlanta, pointed out that birthdays and anniversaries can be announced on stations as a means of building bridges to relatives and friends of the persons honored. He also recommended a "sound-off" show in which the audiences is invited to complain about, to praise or to make a suggestion about a community event or practice.

In a session dealing with cable TV, Paul Raymon, vice president and general manager of waga-TV Atlanta, said WAGA-TV attempts to co-exist with CATV. The station has a CATV relations department whose members visit the various
What do Xerox and Coke have in common?

A great name.
But that's only part of the answer.
In both cases, those great names are also great trademarks.
And great trademarks are as valuable to you as they are to the companies that own them.
That's because they ensure that when you ask for something, you get what you ask for.
The Xerox trademark identifies a range of products.

So it should always be followed by the name of the one to which it refers—“Xerox copier,” “Xerox computer” or “Xerox textbook.”

Whether you want a certain soft drink or a certain copier, you want to be sure that what you get is the real thing.

XEROX
The nation's broadcast promotion executive, John W. Thompson, an associate director of the cable system's promotion department, had set the stage for the audience. He noted that the necessity of them was the need to have a new broadcast, including a bill that would rewrite the copyright laws. He said that the NAB was not opposed to CATV but to the "siphoning" of programs from conventional television to pay cable.

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Mr. James said there is an opportunity for individual stations to "fill the gaps and correct the distortions in the public's understanding of the broadcaster's purposes and practices." The inventiveness of individual promotion executives, each addressing the problems and possibilities at the station, "can cumulative produce an effect that is now missing," he suggested.

Dr. Frank N. Magid, president of Frank N. Magid Associates, Cedar Rapids, Iowa, management consultants, stressed the need for broadcasters to be alert to change. He pointed out that television news has moved from short newscasts with "rip-and-read" announcers to longer forms anchored by warm, friendly personalities. He cited also the multiplicity of formats on radio; the rapid growth of FM and the introduction of new equipment as influencing the change.

Dr. Magid suggested that research is needed to determine the effects of change on the viewing and listening patterns of the audience and to ascertain the future habits of the audience to interacting him. Dr. Magid felt that promotion executives, Dr. Magid contended that much more must be known about radio and television's influence in order to make it salable.

John Byron Hackett, vice president and director of consumer affairs, J. Walter Thompson Co., New York, used a bit of humor in emphasizing a serious subject, the legal pitfalls in radio-TV advertising and programming. Among his tips: Return all unsold ideas on advertising campaigns and do not return the sender without signing the letter; be careful not to use contrived names on programs and TV commercials as it could form the basis of an invasion of privacy suit; avoid imitating voices of famous people on radio since the person is not seen, though this approach, probably is legally defensible on TV where the imitator is visible.

BPA honors convention at best in local station promotion

Five television and five radio stations were named winners of the second Broadcasters Promotion Association/Michigan Station Promotion Awards during the BPA convention in Atlanta.

Winners in audience promotion were:

**WLS-TV Chicago** (large markets TV on-air) for a film titled "Eyewitness News"; WMC-TV Memphis, Tenn. (small market TV on-air) for its two-inch video tape titled "Memphis State Basketball"; WREX-TV Cleveland (large market TV using other media) for a newspaper ad, "Switch to Pros"; KSL(AM) Salt Lake City (small market radio using other media) for brochure, "For the Fun of It".

**Whitehead, White House appear at loggerheads over CPB funds**

Long-range bill drawn up by OTP chief suddenly given cold shoulder by Nixon

Public-broadcasting funding, which hardly seems like the kind of issue that would occupy much of President Nixon's thoughts, has suddenly blossomed last week as one that might add to his problems.

The issue would not rank with the impeachment proceedings in Congress or a Mideast peace. But it has provided the press with fresh material for criticism of the President's performance. And it might even lead to the resignation of his first director of the Office of Telecommunications Policy, Clay T. Whitehead.

At issue is the long-awaited long-range funding bill that OTP submitted two months ago to the White House for approval. President Nixon last week said that the President had passed a "cryptic" message to OTP rejecting the proposal and directing that public broadcasting funding be scaled down substantially. (Some sources last week said the President suggested that otherwise alternative terminable public broadcasting.) However, a White House aide promptly denied the reports, saying that an option paper on the long-range funding bill was still before the President.

In a sense, both versions are correct. For although sources stick by their reports that the presidential message was transmitted, OTP officials last week said they were "optimistic" the long-range funding bill will eventually be approved by the President and introduced in Congress.

However, it was no secret in Washington that the "cryptic" message—cryptic in that it contained no explanation for what was said to be the President's decision—came as a shock to Mr. Whitehead. The President's coolness to public broadcasting was no secret. But Mr. Whitehead reportedly believed he had had the President's backing in dealing with public broadcasting representatives on the funding issue.

Indeed, the bill itself seemed to symbolize a resolution of the sharp differences that had been evident between the White House and public broadcasting since President Nixon took office in 1969. Mr. Whitehead in 1971 let public broadcasting officials know that the administration would not support the long-range funding bill as proposed and would press for political interference in their operations as long as they conceived of themselves as constituting a fourth network. Quit trying to compete with the commercial networks, he said, in effect; give the local stations a larger voice. And on a point that, he said, the administration does not believe public money should be used for controversial public affairs programs.

All of this was seen by critics as the administration's efforts to quell the liberalism that seemed to be beginning to percolate in the new Public Broadcasting Service network. But the White House stood its ground, so much so that in June 1972, President Nixon vetoed a two-year CPB money bill on the ground that the corporation, which distributes federal funds to public broadcasting stations, was exerting too much control over those stations (Broadcasting, July 3, 1972).

However, the White House held out the hope that long-range funding would be possible once public broadcasting's structure was modified to satisfy the President's objections. And the annual appropriations for public broadcasting have risen sharply during the Nixon Presidency, from $5 million in 1969 to a proposed $60 million in fiscal 1975.

For public broadcasting, it appears to be taking the White House message seriously. A National Station Program Cooperative has been established under which stations for the first time have a direct voice in which national programs will be made and what programs PBS's authority for programming decisions to CPB. PBS managed to hold on to much of that authority, but CPB was given a role in programming it had not had previously, and procedures were established for ironing out differences between the two agencies.

As it against that background that
Our new Electro Sound ES-505 Professional Recorder/Reproducer has what it took the Swiss centuries to develop: A heritage of classic design and precision performance. The ES-505’s essential mechanical and electronic specifications compare favorably to Studer’s A-80. And at ½ the price! No other professional machine has more significant “Operator Engineered” features. A disappearing headgate for easy editing, or cleaning. A built-in reference audio oscillator that supplies test frequencies 00 through 15K for instant alignment. An optical motion sensing system prevents tape damage during control sequencing. And differential disc brakes for ultra smooth tape stops. Our ES-505’s “Record” indicator light also continuously monitors bias. There are two calibrate positions: one for record and one for reproduction. One for record and one is the ultimate in convenience for those heavier editing jobs. Operating modes are instantly recognized with fully illuminated transport controls or optional remote controls. Our operators satisfaction, Electro Sound’s exclusive viscosity to damped idler wheel lowers flutter up to 25%. The ES-505’s non-slip capstan improves playback timing accuracy by 1.3 seconds in 30 minutes recording. The ES-505 is available in console, portable, and unmounted configurations in \( \frac{3}{4} \) or \( \frac{1}{2} \) versions, with 1, 2, or 4 channels of electronics. The Electro Sound ES-505 comes with the world’s only 1½ year extended parts warranty. The American machine to match Swiss excellence.

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lieved the changes they had made in the structure of public broadcasting merited a long-range funding bill. So did key members of Congress, who had criticized Mr. Whitehead for not developing such a bill sooner. And so, finally, did Mr. Whitehead.

Thus the dismay Mr. Whitehead is said to have felt when, about two weeks ago, he received word about the President's position on the bill. So strongly did he feel that Mr. Whitehead immediately filed a written appeal to the White House asserting that he could not support the President's decision—that he would support the bill he had offered, even if the White House abandons it. Since a member of the administration could not be expected to oppose the President in public, Mr. Whitehead seemed to be threatening resignation over the issue.

Mr. Whitehead, who became the first director of OTP, in September 1970, after serving as a White House aide, had long planned to leave government service this summer. He hoped to see the long-range funding bill and one on cable television introduced in Congress before his departure.

But a resignation over the CPB bill would likely create critical comment in the press. The leaked report concerning the President's position on the measure has already sparked some critical comment, in the "Wall Street Journal" as well as "Washington Post" and the "New York Times.

OTP's reported optimism that President Nixon may yet approve the CPB bill is said to stem from a personal meeting that Mr. Whitehead held with White House chief of staff Alexander Haig on Sunday (June 9). Mr. Haig, who had not been available to Mr. Whitehead for weeks previously, is understood to have said that he would discuss the matter with the President, possibly during the current MidEast tour.

If a bill is to be introduced in the current session of Congress, it will have to be handled by the administration. The members of Congress most concerned about public-broadcasting funding, Representative Torbet Macdonald (D-Mass.), chairman of the House Communications Subcommittee, and Senator John O. Pastore (D-R.I.), also chairman of the Senate Communications Subcommittee, showed no interest last week in taking the lead on the issue.

An aide to Representative Macdonald said the congressman has no plans for introducing a measure. And a member of Senator Pastore's staff said that although the senator was "sadly disappointed" by the President's reported feeling about long-range CPB funding, it was too late to bring a measure up this year. But if action is to be taken in the next session, the aide said, "it would be a lot more efficient and easier to get a bill if it has the approval of the executive."

Whitehead also puts distance between himself and attitudes of administration revealed in presidential 'Post' tape

Clay T. Whitehead, OTP director, who is in the final months if not weeks of his government service, is trying to put distance between himself and those in the White House who have been revealed as at least considering efforts to harass or intimidate the broadcast media. And among those in the White House he had in mind was the President himself.

In talks with broadcast journalists in Albany, N.Y., where he had gone on June 6 for a conference on cable television, and in elaborating on those comments after his return to Washington, Mr. Whitehead indicated he was depressed by disclosures dealing with the media that are coming out of the Watergate investigation.

He referred to the White House memoranda, including memos written by former Presidential aide Patrick Buchanan and by White House and later Nixon campaign official Jeb Stuart Magruder, suggesting that antitrust actions be taken against the networks and that efforts be made to reach then FCC Chairman Dean Burch. He referred, also, to the publication of a leaked portion of a transcript of a White House tape of a Sept. 15, 1972, conversation in which President Nixon was heard discussing ways of retaliating against the "Washington Post" for its Watergate coverage, and talking specifically of giving the Post "damnable, damnable problems" in connection with winning FCC renewal of Post Co. television licenses (Broadcasting, May 20).

Mr. Whitehead told reporters in one meeting, according to a tape made by WSPR (AM) Albany, that he was "obviously displeased" by the revelations. He

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said it was "very sad" to see the White House involved in such activity. And in response to a question on the discussion involving proposals for using the FCC licensing process to retaliate against the Post, Mr. Whitehead said, "I thought they had more sense." He had no quarrel with the White House when it was criticizing the media; that, he said, was a proper exercise. But, he added, "I didn't think they were up to anything illegal."

And he agreed, in an interview with WMTV-TV Schenectady, a public broadcasting station, that the disclosures had damaged his credibility as well as the White House's. He appeared to feel the loss of credibility particularly in connection with the license-renewal bill which OTP had prepared but which is getting little attention in Congress.

"We are the agency of the executive branch that is charged with developing and articulating communications policy proposals," he said. "In the very best of faith, we came forward with a license-renewal proposal that was the result of more than a year's work, that would insulate television stations substantially from capricious challengers."

Indeed, Mr. Whitehead said last week the disclosures themselves provided added evidence of the need for the OTP bill. He cited one provision denying a comparative hearing to a challenger of a renewal applicant unless the challenger could make a prima facie showing that renewal would not be in the public interest, and another asserting that renewal shall be granted if the licensee is found to have been "substantially attuned to the needs and interests" of its local community. The government's opinions would not count, Whitehead said; the local community's would.

Last week also, Mr. Whitehead took some of the edge off his comments, but not much. He noted that there had been no follow-up to any of the talk; so, as a result, nothing "illegal" was done. And he said that since he had no "first-hand knowledge" of the White House conversation concerning the Post—"nothing has been officially or generally released," he said—he "could not take a position on leaks."

But, he said, his position was simply that if plans for intimidating the media were discussed in the White House "it was most inappropriate." The White House, he added, "should not get involved in that sort of thing. Or if anything was done with the idea of harassing the Post and working through the FCC after a challenge was filed, that was illegal."

Then he said, "I had no idea they were involved in that. It was not in my mind that those guys were involved in it. If they were, they shouldn't have been." And, yes, he said, in answer to a question, "that goes for the President too."

Mr. Whitehead, who is the first director of OTP, an office for which he developed the plans while he was himself a member of the White House staff, in the first year of the Nixon administration, expects to leave government service before the fall.

Changing Hands

Announced

The following broadcast station sales were reported last week, subject to FCC approval:

- WOAM-AM Superior, Wis.-Duluth Minn.: Sold by Northwest Publications Inc. to group headed by Robert J. Rich for $1.5 million (see page 28).
- WCRF-AM-FM Springfield, Vt.: Sold by Carlo Zezza to Sconnix Group Broadcasting Inc. for $401,267. Principals in buyer are Scott R. McQueen, Randall T. Odenaal, Theodore E. Nixon and Alfred W. Hill (each 18%). Sconnix also owns WCRY(AM) Randolph, Vt., and has applied to sell WARY(AM) Warwick, R.I. WCRF is daytimer on 1480 kHz with 5 kw. WCRF-FM is on 93.5 mhz with 3 kw and antenna 175 feet above average terrain. Broker was Keith W. Horton Co.
- KCOH(AM) Houston: Sold by Dorothy Meeker, executrix of Robert C. Meeker estate, to KCOH Inc. for $400,000. Principals in buyer are Dr. John B. Coleman and Michael P. Petrizzo. Dr. Coleman directs and has interest in Greater Houston CATV. Mr. Petrizzo is general manager of KCOH. KCOH is daytimer on 1430 kHz with 1 kw.
- KGIV(FM) Lake Oswego, Ore.: Sold by Willamette Broadcasting Co. to KGIV Broadcasting Corp. for $350,000. Principal in seller is Walter M. Kraus, president. Principal in buyer, Herbert Gross, has interest in KLFD-AM-FM Litchfield and WGR(AM) Duluth, both Minnesota. KGIV is on 106.7 mhz with 100 kw and antenna 600 feet above average terrain.
- WFEA(AM) Manchester, N.H.: Control of Century Broadcasting Group sold by Milton Herson and others (70% before, none after) to Manchester Broadcasting Inc. (30% before, 100% after). Principals in seller are Mr. Herson, Mitch Leigh and others. Principal in buyer is H. D. Newirth (75%), president, director and general manager of Century. WFEA operates full time on 1370 kHz with 5 kw directional.
- WPLA(AM) Plant City, Fla.: Sold by W.A. and Irene Smith (70% before, none after) to Albert E. Smith, their son, (30% before, 100% after for $165,000. WPLA is daytimer on 910 kHz with 1 kw.
- KGHM(AM) Brookfield, Mo. Sold by W-H Enterprises Inc. to Brookfield Broadcasting Co. for $160,000. Principal in seller is Joe R. Bankhead, president. Principals in buyer are Gary S. Yantes (57%), Ronald W. Grotis (25%) and Herbert W. Perry (18%). Mr. Perry owns accounting firm. Messrs. Yantes and Grosle are salesmen for KDLM(AM) Detroit Lakes, Minn. KGHM is daytimer on 1470 kHz with 500 w directional. Broker was Chapman Associates.
- WMMK(FM) Plainfield, Ind.: Sold by James T. Barlow to A&R Broadcasting Inc. for $140,000. Principals in buyer are Thomas M. Allebrandi (45%), Keith L.
Reising (50%) and Betty M. Allebrandi (50%). Mr. Allebrandi is chief engineer at WWJMK. Mr. Reising has interest in WQXE(AM) Elizabethtown, Ky., and in Old Capitol Cables, Corydon, Ind. WWJMK is on 98.3 mhz with 3 kw and antenna 200 feet above average terrain.

* KEFC(FM) Waco, Tex.: Sold by Joy Broadcasting Inc. to The Centracast Corp. for $135,000. Principal in seller is Charles E. Maddux, president. Principals in buyer are Centrum Corp. (51% de facto) and Mr. Maddux (49%). KEFC is on 95.5 mhz with 3.1 kw and antenna 220 feet above average terrain.

**Approved**

The following transfers of station ownership were approved last week by the FCC (for other FCC activities see page 46):

- WSEV-AM-FM Sevierville, Tenn.: Control of Smoky Mountain Broadcasting Corp. sold by Leo Sharp, Hugh Trotter, Fred Aitchley and others to Tennessee Valley Broadcasting Co. for $265,000. Principals in buyer are Frank A. Woods (51%) and H.L. Townsend (49%). They also own WTPB(AM) Parsons, Tenn., and have applied to buy WBRY-(AM) Woodbury, Tenn., and WWSD(AM) Monticello, Fla. WSEV is daytimer on 1430 khz with 5 kw. WSEV-AM is on 102.1 mhz with 22 kw and antenna 380 feet above average terrain.

- WTVW(TV), WWAM(AM) and WKZF(AM), all Cadillac; WJFM(AM) Grand Rapids; WZKO(AM) Kalamazoo and WWUP-TV Sault Ste. Marie, all Mich.:

  John E. Fetzer (53.39% before, 49.99% after) relinquished positive control of Fetzer Broadcasting Co. through sale of stock to Carl E. Lee, James Ebel, C. E. Ellerman, Otis T. Gaston, Gordon S. Anderson and Earl R. Stanley (combined, 12.2% before, 15.7% after) for $240,084. All the buyers, except Mr. Stanley (Fetzer's Washington attorney), are executives in the company. The John E. Fetzer Foundation Inc. continues to own 28% of the stock and the rest is held by others. WTVW is on ch. 9 with 3.1 kw aural and antenna 1,630 feet above average terrain. WWAM operates full time on 1370 khz with 5 kw day, 1 kw night. WKZF is on 92.9 mhz with 100 kw and antenna 900 feet above average terrain. WKZO operates full time on 590 khz directional at night. WJFM is on 93.7 mhz with 470 kw and antenna 780 feet above average terrain. WWUP-TV is on ch 10 with 243 kw visual, 50.5 kw aural and antenna 1,210 feet above average terrain.

- KCYL(AM) Lampassas, Tex.: Sold by Lampassas Broadcasting Co. to Robert E. S. Sample for $200,000. Principals in seller are Ila D. Turner and James E. Nugent. Mr. Sampson is general manager of KCYL. KCYL operates full time on 1450 khz with 1 kw day, 250 w night.

- KDVR(FM) Sioux City, Iowa: Sold by Wolff Broadcasting Co. to Siouxland Broadcasting Co. for $191,000. Owner of seller, Edwin C. Wolff, has interest in KMMF(AM) Muskegon, Okla. Principal in buyer, James Stuart, has interest in KFOR(AM)-KHKS(FM) Lincoln, Neb., and in KMNS(AM) Sioux City. KDVR is on 97.9 mhz with 38 kw and antenna 280 feet above average terrain.

- KCPA-AM-FM Spokane, Wash.: Sold by Christian Services Inc. to Moody Bible Institute of Chicago for $102,300. Principal in seller is Norman H. Huff, president. E. Brandt Gustavson is director of broadcasting of nonprofit Moody Bible Institute, which intends stations for educational use. Institute is also licensee of noncommercial WMBR-AM-FM Chicago. KCPA is daytimer on 1350 khz with 5 kw. KCPA-FM is on 107.9 mhz with 56 kw and antenna 2,380 feet above average terrain.

**Rich heads WDSM-TV group buying station from Ridder**

Sale of ch. 6 WDSM-TV Superior, Wis. (Duluth, Minn.) for $1.5 million to a group headed by Robert J. Rich, longtime general manager of the station, was announced last week by Northwest Publications Inc. (Ridder Publications), licensees. The station is an NBC affiliate. Robert B. Ridder, president of Ridder Publications Stations, said the application for FCC approval would be filed as soon as papers are complete, naming Mr. Rich's associates and ownership interests. Mr. Rich, who will be controlling stockholder, has been with the station since 1958. Other employees will participate.

Rich, who joined WDSM-TV in 1944, became general manager in 1952 and president in 1958. WDSM-TV began operation in 1954 under Ridder ownership. In addition to WDSM-AM-TV (the AM being retained), Ridder owns 50% of Mid-Continent Radio-Television Inc., which owns 53% of WCCO-AM-FM-TV Minneapolis; KSSS-AM Colorado Springs; and KSDN(AM) Aberdeen, S.D.

Ridder owns newspapers in St. Paul; Duluth; New York (Journal of Commerce); Aberdeen, S.D.; Grand Forks, N.D.; San Jose, Long Beach, Pasadena, Orange county, all California; Gary, Ind.; Boulder and Colorado Springs, and has a minority interest in the Seattle Times.

**Bob Lee, home at last, settles in for stay**

Reappointed to fourth term, he says others can see the world

After eight weeks in Geneva and a jet trip home, with a stopover for a visit with relatives in Ireland, FCC Commissioner Robert E. Lee was back in his office in Washington last week, trying to put himself back together for another seven-year term on the commission.

It was that stopover in Galway on the trip home that did it. In Geneva, as head of the U.S. delegation to the World Administrative Radio Conference of the International Telecommunication Union on maritime communications, the commissioner had gotten to bed at reasonable hours, resisted the temptations of Swiss cooking, and saved his energy for the work at hand.

But the weekend in Galway "blew the whole thing," he said. It was good food, convivial relatives and not enough sleep to mention.

As for the conference in Geneva, the commissioner was less than pleased with the results. It dealt with the assignment of frequencies for maritime communications. And, as in other world bodies where the one-nation, one-vote principle prevails, the U.S. was outvoted by the developing nations. And they generally insisted on frequencies for which they have no discernable need, in the view of industrialized nations.

But Geneva contained at least one happy memory for Commissioner Lee. He had left Washington in April aware of reports that the White House was considering dumping him at the end of his term, on June 30. However, several weeks after his arrival in Geneva, he received unofficial word from the White House that he would be named to a fourth term. The official word came on May 17, the day the White House announced his appointment as well as the appointments of Professor Glen O. Robinson of the University of Minnesota Law School and Abbott Washburn, the former deputy director of the U.S. Information Agency, to two vacancies. All three are due for a confirmation hearing in the Senate next week.

Commissioner Lee had not been too concerned about reappointment, he said last week. He had made a major effort to rally congressional support in his be-
half, and it was productive. Nevertheless, he admitted to a little nervousness when he received word that the White House had called and asked that he call back.

Commissioner Lee managed to discharge many of his responsibilities as a commissioner while in Geneva. He kept in touch by telephone, and agenda items were shipped to him weekly.

As for foreign travel in the future, the commissioner, who is 62, and has had several foreign assignments in recent years, says he will pass. Mr. Washburn, who headed the U.S. delegation to the 1969-71 international conference that drafted the Intelsat agreement, has indicated an interest in specializing in international matters at the commission.

## Cutting through the paperwork on FM allocation rulemaking

Two legal associations proposed to the FCC last week that it drop its provision for public notice prior to rulemaking procedures in making FM frequency assignments.

Under current FCC policy, amendment of the FM table of assignments is a two-step procedure. First the commission issues a public notice on the proposed change and takes comments for 30 days. Then it gives notice in the Federal Register of a formal rulemaking with opportunity for comments, reply comments, and counterproposals. If approved, the change is published in the Federal Register and becomes effective 30 days later.

But this procedure is too time consuming and involved, the Joint Re-Regulation Committee of the Federal Communications Bar Association and the Communications Committee of the American Bar Association said in a joint filing. Instead, they noted that the existing FM table was established in 1962 to promote "the least possible amount of delay and burden" and said the commission should eliminate the public notice phase and confine comments to the rulemaking process. "The commission's staff," they said, "should be able to determine as an initial matter, without comments whether a proposed revision is sufficiently consistent with... allocation policies." Elimination of public notice would reduce delay and paperwork while continuing to adhere to statutory requirements for "ample opportunity for interested parties to comment," the associations said.

## Switching networks

KBak-TV Bakersfield, Calif., after 20 years as a CBS affiliate, will join ABC Aug. 5. KBak-TV, on channel 29, is owned by group broadcaster Harriscope Broadcasting Corp. and broadcasts with 1.7 million watts from an antenna 3,730 feet above average terrain. The new CBS affiliation in Bakersfield will reportedly go to KJTV (ch. 17), the station that is the present ABC affiliate.

## Broadcast Advertising

### The sweet smell of radio success permeates workshop of RAB, ANA

BBDO's Norris sets theme by warning against expecting quickie results; he's followed by parade of sponsors who tell how medium worked for them

Some 800 advertisers and agency executives and a sprinkling of media people heard the gospel of radio preached by some of its most successful practitioners last Thursday (June 13) as the Radio Advertising Bureau and the Association of National Advertisers held their annual all-day radio workshop in New York.

Case histories of radio success for products and services ranging from airlines to yogurt dominated the morning session and spilled over into the afternoon panel discussions. And along with the testimonials came the announcement of the annual planner of excellence in radio commercials (story page 30) and some advice on advertising strategy.

Don't be too hasty in dropping a campaign, E. E. Norris, executive vice president and chairman of the plans committee of BBDO, advised in the day's keynote address. Research, he said, shows campaigns are "quite capable of building substantially after 17 months. One food campaign grew 100% in awareness in 18 months. Another had an 85% awareness in month 48 and is still growing. An airline campaign grew 100% in awareness after three years."

"If these growth figures turn out to be typical," Mr. Norris said, "we are throwing out a heluva lot of potential sales by stopping too early." RAB President Miles David and Executive Vice President Robert H. Alter reviewed syndicated services available to help radio advertisers, particularly Axiom Market Research Bureau's Target Group Index (TG1), and emphasized RAB's willingness to help apply them to specific radio campaign needs.

"Great radio should be seen and not heard" was the advice from Robert O. Prilkin, president of Prilkin & Gibbons, San Francisco, a division of N. W. Ayer & Son agency. "When you write a radio commercial for the eye, instead of the ear, you can expect to achieve enormous recall values. Radio can reach the senses as no other medium can."

Samuel F. Melcher and Lahn & Fink, chairman of the ANA radio committee, underscored the workshop's theme of showing how to use radio in the 1974 economy and also was a co-leader, with Robert Newmark of Schaefer beer, in one of the afternoon panel sessions.

Mason Adams, hailed for his work as spokesperson for soft-drink commercials, was named winner of RAB's third annual "Voice Imagery" award in recognition of "outstanding achievement in communications through the spoken word." Among highlights of the day's radio success stories:

Radio advertising was credited by John Albers, vice president, marketing, Dr Pepper Co., Dallas, with playing a major role in virtually doubling the sales of Dr Pepper in four years and moving the company to fourth place from fifth place nationally in the soft drink industry.

At Dr Pepper we give the 'misunderstood' radio commercials a good deal of credit for establishing the high awareness the campaign has achieved," he said. Mr. Albers paid tribute to Young & Rubicam for creating the "misunderstood" theme and said "we've developed some strong convictions about the use of radio" and "we have convinced ourselves that for soft drinks, musical spots make the most sense."

He lauded radio advertising for the frequency it provides against Dr Pepper's audience—"the 12- to 34-year-olds, and for the selectivity it supplies to reach prospects in large numbers very efficiently."

"Musical commercials will stand the kind of frequency that we employ with our radio commercials."

"As a matter of fact, the greater the frequency with musical radio commercials, the greater your opportunity to position your theme in a memorable manner. And, of course, if your theme is appropriate and is heard often enough brand acceptance has to be enhanced."

Sales of California prunes in eight markets that used radio exclusively rose by 18% while sales in nonradio markets "continued their 1%-12% decline," Thomas F. Randolph, vice president and general manager, Foote, Cone & Belding, San Francisco, told the workshop.

The creative strategy devised by FC&B for the client, the California Prune Advisory Board, was to "communicate the 'highly effective benefits of prunes rather than the 'highly negative laxative benefits everyone associated with them," Mr. Randolph said. FC&B hit upon the theme that a prune is "the funny fruit that's so good for you."

He said radio permitted the client to present a variety of commercials at relatively low cost, and with 60 seconds of time, "it allowed us to present our nutritional story in full."

The campaign was aimed at the lighter using the 49-year-old housewife with a family. He reported. Frequency was needed, he explained, to "be certain we were breaking through with a new benefit about prunes."

He said the concept is a "winning one" and the challenge is to "keep the campaign fresh." The campaign will continue on radio, he pledged.

Radio advertising is a "very selective way" to reach the teen-age consumer, according to the man responsible for the "Cheap Jeans" commercials. Arlene Arlow, executive vice president and creative director, MacAlister, told the agency for Cheap Jeans, told the workshop that radio was the most important
factor in the success story of Cheap Jeans.

Cheap Jeans, actually competitively priced with other blue jeans, came out four years ago with specific appeal to the youth market. In fact, said Mr. Arlow, radio was almost the entire advertising medium for Cheap Jeans.

Mr. Arlow said radio is “a cost-efficient medium, and a very personal medium. Youngsters have their favorite personalities and stations they like and respond to.” Pointed out Arlow is his medium has been responsible for building brand awareness, sales growth and store acceptance of Cheap Jeans ever since the product was introduced by U.S. Industries in 1970, he said.

Cheap Jeans commercials feature music, comedy and teen-agers complaining that “Everyone knows about Cheap Jeans... But what about me.”

W. R. Hawkins, director of Delta Air Lines, Atlanta, pointed to radio’s flexibility and selectivity as factors for Delta’s major investment in the medium. Radio, he said, enables Delta to reach its target audience efficiently and effectively, whether it happens to be a business man, the older person who vacation in the winter or the younger who travels usually in the summer.

“For example, our prime prospects are businessmen between the ages of 25 and 49 who take six or more business trips,” he explained. The Delta News, he continued, “hit these men constantly in morning and afternoon drive time. We hit them on sports broadcasts—baseball, football, special events. We are not as far as this can be very selective in radio.”

Sir Evelyn Dowson of Delta’s marketing program is directed at the pleasure and vacation traveler, he said, the company relies substantially on radio to reach the older traveler in the winter and the younger traveler in summer. The change of appeal to winter to summer, he said, capitalizes on radio’s flexibility.

“Our station line-up in the winter months is different from our station line-up in spring and summer,” he continued, “and our commercials sound different too. The one winter vacationer hears our ‘Warm Spot’ theme and features something very nostalgic jazz type music which appeals to the over-50 age group. The other is a more direct approach which features prices very strongly, appealing to a younger market.”

The effective use of radio to increase the recognition of a specialized business, such as computer service centers, was detailed by L. W. Lundgren, advertising manager of Control Data Corp., Minneapolis. Through buying in a highly sophisticated manner, CDC’s Cybernet (nationwide network of computer services) was brought successfully to the attention of data processing managers, design engineers, marketing specialties, researchers and other executives who need the company’s computer capability.

Cybernet’s first radio campaign was on KSReg(AM) San Diego, an all-news station, in early 1973, and was followed by another effort later that year in 10 cities. A 2% cost and awareness study among nonduplicated subscribers to Consumer Decisions magazine, Mr. Lundgren said, showed that in cities where the campaign ran, CDC moved into a dominant first place with a 35% recognition factor, up from 23% before the campaign.

Radio, he said, was rated “excellent” by 24% of the respondents, as opposed to the pre-campaign rating of 17%, he reported. In cities without a radio campaign, he noted, recognition of CDC slipped from 23% to 19%. He attributed the growth and another reason—San Diego, with having created a campaign and having selected the programs and time periods appropriate for a specialized audience.

Radio’s effectiveness for yet another product—Colombian yogurt—was saluted by John Lee, executive vice president of Colombo, as a major force in introducing the product in the Northeast, where radio has been its exclusive medium.

Clio judges find their top winner in Eau Claire

WEAQ nabs top honor for best radio commercial, while M-E comes up with most awards

McCann-Erickson won five of 32 Clios awarded last week for creative advertising excellence in radio, but a radio station, WEAG(AM), Eau Claire, Wis., produced the most-honored single commercial: Sears batteries’ “What a Way To Go,” which won three technique awards.

The radio winners were announced at the radio workshop sponsored jointly by the Radio Advertising Bureau and the Association of National Advertisers (see page 29).

McCann-Erickson’s New York office won two Clios for music and vocal techniques, for the Coca-Cola commercial “Hands.”

Hansen-Rubenstock-McCann-Erickson of Sydney, Australia, also won two Clios (one also for a Coca-Cola commercial) while McCann-Erickson, Toronto, won one for Swift bologna’s “Baloney” commercial.

In addition, a Presbyterian Church spot, “No One Cares,” by McCann-Erickson, Seattle, won two Clios for Chuck Blore Creative Services, which produced the commercial and entered it in the Clio awards festival, which is headed by Bill Evans as awards director.

In all, 21 U.S. commercials won 25 Clios in 24 product, service and technique categories. In addition, three Effies for marketing excellence were presented and seven Clios were awarded to international winners.

Grey Advertising’s Minneapolis office won a Clio for its “Homity County” Duluth, Minn. “New Changes” with special effects, another for Dayton department store’s “Jubilee Sale,” while Grey’s Detroit office won one for a Midwest Trouser Exchange campaign.

Dade Danen Bernbach picked up one for Polaroid radio commercials.


International Clio-winning commercials, in addition to those by McCann-Erickson’s Sydney and Toronto offices, were the Polarium sunglasses “Shark Spotters” by Murray Evans, Sydney; Family Circle magazine “When a Girl Marries” by Pope & Kiernan & Black, Sydney; Barclay’s Bank Recruitment “No Prospects” by Charles Barker, London; and First National Building Society “Galway” by Arrow, Dublin.

Effies were won by Vancouver (B.C.) City Savings Credit Union’s “Term Deposits” by Radio N.W. Ltd., New Westminster, Canada; Pacific Telephone’s “Dial It!” by BBDO, San Francisco; and Campbell Soup’s “Ted Brown” by BBDO, New York.

NAB cites broadcast ramifications in ACLU ’Times’ case

Newspaper’s turnaround of advertising because buyer failed to meet requirement of election spending law goes on agenda of highest court

In the term beginning next fall the U.S. Supreme Court will consider the constitutionality of a provision of the Federal Election Campaign Act designed to assure compliance with campaign spending limits.

The provision under attack applies specifically to print media; the case involves an American Civil Liberties Union advertisement the New York Times refused to publish in the fall of 1972. However, the National Association of Broadcasters, in a friend of the court brief, has asked the court to rule on the constitutionality of an identical provision applying to broadcasters which is now part of the Communications Act.

The law, together with regulations formulated by the comptroller general for enforcing it, requires candidates to
certify to the media involved that advertisements promoting their candidates do not violate the statutory limits on their campaign spending. In addition, anyone seeking to criticize a candidate is required to demonstrate that the candidate's name is not being used to sponsor or pay for the advertisement.

The ACLU had criticized the President for supporting antibusing legislation, and praised 102 congressmen who had opposed it. But ACLU had not obtained certification from each of the congressmen that the costs of the ad would cause him to exceed his statutory media spending limit. Nor did it obtain a statement from President Nixon's opponents in the presidential election that they had not authorized the ad.

As a result, the Times refused to run it. And ACLU, with the Times's backing, asked the U.S. district court in Washington to declare the law unconstitutional. ACLU said the "onerous and burdensome requirements" not only prevent it from expressing its views on the busing issue but deter it from running ads on other issues.

A three-judge court agreed with ACLU. Judge Barrington Parker, writing for the unanimous panel, said the law was "tantamount to government prescription of what may or may not appear in public print," and that requiring certification constituted "enforcement of a system of prior restraint" upon publication. The Supreme Court last week granted the government's request for review, and will hear arguments in the case next fall or winter.

NAB, in its brief, acknowledged that the section written into the Communications Act was not at issue in the case. But, it noted, Congress intended no distinction between the sections dealing with the press and with broadcasters. Accordingly, it concluded, a reference to the section in the Communications Act "could prevent further surrender of the constitutional rights of broadcast licenses and the public."

All-around operators may apply here

TVB begins search for successor to Cash, who now has contract making him vice chairman and giving him continuing active role

Members of the Television Bureau of Advertising's new search committee were preparing last week to get down to the business of finding a candidate they can recommend as the successor to Norman E. (Pete) Cash as TVB's chief executive officer (Broadcasting, June 10).

They were starting, according to some members, with the names of approximately 50 potential candidates and hoped to screen these—plus any others that may be added—down to perhaps four or five and eventually settle on one to propose to the TVB board for hiring no later than mid-November.

"Of course," one TVB official added, "if we get someone before then, we certainly will act on him, but our target really is around the middle of November."

The board hopes to introduce the new top man at TVB's annual membership meeting, scheduled Nov. 17-19 at Los Angeles.

The search committee did not reveal its specifications for the job, but one member said that in his opinion "it's pretty obvious that when you're looking for a man to run an organization you want an operator, not just an administrator or a speechmaker or a financial man. You're looking for a leader, an inside man as well as an outside man, one who sets goals and can rally support and take the team from here to there. And since TVB is relatively small—you get a sort of family feeling about it—he has to be concerned with that side of it as much as the outside, he needs to be people-oriented, and of course in representing the bureau he has to have certain political instincts, too, to know what to say or avoid saying in certain circumstances.

"I guess," he concluded, "we're looking for an all-around operator."

Mr. Cash, the man the yet-to-be-designated all-around operator will succeed, was elevated from president to vice chairman in preparation for the changeover and also was given a new five-year contract that, according to both board members and TVB headquarters sources, will retain him in an active role.

Just what his duties will be, however, remains to be decided by TVB's new steering committee, according to board officials, although it was generally assumed that he would continue as one of TVB's main spokesmen and speech makers. His place in the new TVB's hierarchy—whether he will report to the new chief executive or to the board—also was said to be a matter yet to be determined by the steering committee, which is headed by Walter E. Bartlett of Aeco Broadcasting Corp.

Named to the new search committee, under the chairmanship of William B. Faber of WFLA-TV Tampa, Fla., were Jack McGrew, KPRC-TV Houston; Joseph P. Dougherty, Capital Cities Communications Inc.; Richard A. O'Leary, ABC-owned TV stations; Albert C. Krivin, Metromedia Inc.; Albert J. Gillen, Poole Broadcasting, and Henry Gillespie, Via-com Enterprises.

Ally, DDB walk off with most One Club honors

Carl Ally, Young & Rubicam, and Doyle Dane Bernbach, three New York-based advertising agencies, won the most awards June 7 at the second annual One Club ceremonies. Sponsored by the Art Directors Club of New York and the Copy Club of New York, the awards are considered the most prestigious in the ad agency creative field.

The three leading agencies took three gold awards each, and Ally copywriter

From 500-watt to 50-kW models, all Harris/Gates AM transmitters offer 125% positive peak modulation capability. At full output power.

Now you can increase the impact of your signal without increasing distortion or transmitter carrier power. With 125% capability, you get 2 dB more audio power in the positive peak. An important edge in highly competitive markets.

From the 50,000-watt to the 500-watt model, Harris/Gates AM transmitters now offer 125% positive peak modulation capability at full power.

For more information on the transmitter for your operation, write Harris Corporation, Gates Broadcast Equipment Division, Quincy, Illinois 62301.

HARRIS COMMUNICATIONS AND INFORMATION HANDLING

Broadcasting Jun 17 1974 31
BAR reports television-network sales as of June 2

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<th>Day parts</th>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

David Altschiller was the only individual to win more than one award (he won two). Ally also won more broadcast advertising awards than any other agency, gold awards for a 30-second Tonka Toys TV network commercial, a 60-second Fiat Motors network commercial, and a silver award for a 30-second network commercial for IBM typewriters.

Following are the winners in the TV/Radio gold awards categories:


**Business Briefs**


Frostie account. Kalish & Rice, Philadelphia agency has been named agency for Frostie Enterprises, Inc., Camden, N.J., root beer manufacturer.

Black audiences data. Arbitron Radio will offer reports on black listening in 10 markets and launch regular service of at least annual frequency if they generate enough support. Initial markets: Atlanta, Baltimore, Birmingham, Ala., Chicago, Houston, Memphis, New Orleans, New York, Philadelphia and Washington. First reports will be based on two most recent surveys in each market and will be delivered in September.

Seeking converts. Formation of Intermedia Analysis Inc., aimed "at converting newspaper revenue to broadcast revenue," announced by Carol G. Mayberry, most recently vice president and member of board of Eastman Radio. She remains consultant to Eastman, P.O. Box 294, Huntington Park, N.J. 07640 (201) 767-3621.

Clean bill of health. Aika Seltzer, which has been criticized by Ralph Nader's Health Research Group—which says product's aspirin content caused gastrointestinal bleeding—was cleared by Food and Drug Administration last week. In closing debate, which was ended with publication of FDA's regulations relating to health and safety of over-counter anti-acid products, FDA Commissioner Alexander Schmidt said that "a significant number of case histories of such acute bleeding" were not uncovered during FDA's review. Nader group had urged ban of product, claiming it could be dangerous if taken by ulcer victim who mis-took pains for upset stomach.

Newcomer. Fred Nahas and Eddie Bracken have formed Houston-based advertising, public relations and marketing agency, Nahas-Bracken Corp., at 925 Katy Freeway. Mr. Nahas, president, is advertising executive and long-time radio personality in Houston. Mr. Bracken, senior vice president in charge of TV and motion picture production, is movie actor and producer. Mr. Nahas is with Win- ius-Brandon of Texas where he was sen- ior vice president; Mr. Bracken leaves presidency of Major Studio Productions.

Rodman in business. George T. Rod- man Inc., New York, has been formed as consulting service in areas of TV station advertising and related broadcast promotion. Initial clients are Kaiser Broadcast- ing, S. J. Reiner Co., Broadcast Person- nel Agency and WDAF-TV Kansas City, Mo. George Rodman, president, formerly director of advertising and information services for CBS Owned Television Stations. He will make his headquarters at 585 Fifth Avenue, New York 10022, Telephone is (212) 755-2735.

L&M print ads. Newspaper and maga- zine advertisements for L&M cigarettes that show rugged young men exuding vitality and smoking L&M's in whole- some, outdoor settings were attacked last week by Public Communication Inc., Los Angeles-based public interest law firm. PCI on June 11 filed with Federal Trade Commission complaint against Liggett & Myers Inc., maker of L&M cigarettes, calling advertising "a brutal and shocking disservice to the health of the American public . . . ." Advertisements, PCI said, should be instantly banned and Liggett & Myers should be forced to run corrective advertising to undo "damage caused by the original advertisements . . . ."

Botany's barter. Jack Byrne Properties, division of JBA Marketing Inc., New York, has been formed to acquire TV programs to be syndicated basis. First program obtained is This Is Music, 13 one-hour episodes of music-series series featuring Tony Bennett. Rapid American Corp., New York (Botany 500) will be barter advertiser for first six pro- grams in top 100 markets, starting in late August.
The effect of the past year's Watergate-related scandals upon TV viewers' perception of network newscasters was interpreted as a vote of confidence in Walter Cronkite, CBS Evening News anchorman, by pollsters Kevin Phillips and Albert Seldinger. The second annual Phillips-Seldinger telephone survey of public opinion toward newscasters showed Mr. Cronkite to be rated highest in trust by 69.8% of those polled. NBC Nightly News anchorman John Chancellor was rated high in trust by 65.4%. Mr. Cronkite was also rated most objective by 26.8%, beating Mr. Chancellor in that category by a 7.4% margin.

However, Mr. Chancellor, rated "most moderate" among top network newscasters in the poll, was described as the "best liked" and "most often watched." Also topping the polls as the newscaster with the best grasp of world affairs, Mr. Chancellor was the only anchorman whose popularity increased over last year, according to the survey. The NBC newscaster's surge was interpreted by pollsters as a by-product of the public's increasingly high standards and discriminating tastes due to following the Watergate saga on television.

The newscaster scoring the greatest public confidence (as opposed to popularity) increase in the survey this year is CBS News Correspondent Dan Rather, whose public trust rating in the first Seldinger poll last year was 24% compared to 47%. Phillips-Seldinger noted the largest gain in trust was for "President Nixon's top teletronic nemesis," meaning Mr. Rather. "The tremendous impact of the Watergate scandals is boosting public faith in CBS liberal newscasters and eroding the credibility of ABC's more-friendly-to-the-Administration team," the poll concludes.

In the anchorman category the ABC Evening News team of Harry Reasoner and Howard K. Smith "dropped back," in the opinion of the poll according to the newsmen, for most objective anchorman due to Mr. Cronkite's bolting lead. Last year, Mr. Smith was termed most objective and least biased by 15.1% of those polled, placing first, with Mr. Chancellor, 5% behind. Mr. Reasoner was third, with 11.8%, Phillips-Seldinger reported. Mr. Cronkite trailed newsmen 10.4%, only to seize the poll's most objective title this year with a 16.4% gain. "Largely as a result of the Watergate scandals," the poll concludes, "Cronkite has vaulted into first place."

The Phillips-Seldinger poll, sponsored by King Features Syndicate of New York, was conducted May 23-25 for the second consecutive year. The "Public Rates the Newscasters" survey of 1,679 Americans coast-to-coast was divided into two sections: popularity and recognition of TV newscasters and public faith and political definition of newscasters.

In the first category, results showed Mr. Cronkite to have the highest visibility of TV newsmen, being recognized by 98.3% of those polled; however, David Brinkley, NBC Nightly News commentator, pulled a close second in public recognition with a 98.0%. Mr. Reasoner, Mr. Chancellor, and Mr. Smith ranked third to fifth in that category with 94.5%, 92.7% and 88.6% respectively. The pollsters interpreted this year's survey as evidence that TV newscasters are more widely recognized in general than they were last year, due to public interest in Watergate coverage.

Mr. Chancellor scored first in the poll as the newscaster most liked, with 18.6% over second-placed Mr. Reasoner's 15.8% and Mr. Smith's 14.3%. Although most trusted in the poll, Mr. Cronkite was in fourth place in the best-liked category, and second place in the most objective category to which he was swept by Mr. Chancellor. The NBC Nightly News anchorman was most watched by 57.9% of those polled, compared to 50.6% who said they usually watched Mr. Cronkite. Mr. Reasoner hit 36.5% and Mr. Smith 34.5% in that category, and Barbara Walters, co-host of NBC's Today show, came in fifth with 26.8%.

In another aspect of the survey, people were asked to qualify newscasters as "liberal" or "moderate," or "conservative." Eric Sevareid, CBS News commentator, was the "most liberal" according to the poll, which showed 40.9% considered him liberal, compared to the 32.5% who considered Roger Mudd, CBS News correspondent, liberal. In that context, Mr. Cronkite placed third, 3% behind Mr. Mudd, with Barbara Walters, Dan Rather, David Brinkley and Garrick Utley listed fourth through seventh.

Those polled who described themselves as liberals, rated Mr. Cronkite as far-and-away the most objective. A total of 53.5% of the liberals polled said Mr. Cronkite was the most objective newscaster, compared to 41% who said Mr. Reasoner was most objective. Mr. Mudd was second-place among liberals, 10.5% of whom thought he was the most objective. Among moderates, Mr. Chancellor was the favorite in the most objective category, with 34.6% compared to 11.9% who thought Mr. Cronkite was the most objective, and 14.3% who thought Mr. Smith most objective. Among conservatives, strangely enough,
Mr. Cronkite was also believed to be the most objective. In that category, he scored 20.5% as the most objective, Mr. Chancellor scored 17.0%, and Mr. Smith scored 15.8%.

**AP polls radio stations on what’s wanted in news**

Over 1,000 will be questioned on design of new audio service

In preparation for the launching of its audio news service in the fall (Broadcasting, June 3), Associated Press is surveying more than 1,000 broadcasters to ascertain their needs.

Robert Eunson, AP vice president in charge of broadcasting, said last week the poll will be conducted by a combination of mailed, telephone and in-person interviews and will cover stations of every size and format from coast to coast. The results will be collated to form a basis for the specific design of the new service called Associated Press Radio.

"We know, for instance, that many stations want prepared newscasts," Mr. Eunson said. "What we want to find out is when we should run them, how long they should be, what should be the tempo and what should be the composition. The same kind of data needs to be gathered regarding bulk audio feeds. We want to know whether stations lean toward international, national or regional actualties; whether they want wraparounds, stand-ups or pure actualties or a combination of them all; how long they should be and so forth."

Mr. Eunson said that more than 100 radio stations have already committed to AP Radio.

**KPFK-FBI impasse**

Judge rules today on station motion to stop subpoena for SLA tape

Efforts by the Federal Bureau of Investigation to force KPFK (FM) Los Angeles to give up the original tape that was believed to contain the voices of three Symbionese Liberation Army survivors, including Patty Hearst, and that was aired June 7, were blocked—for the weekend at least—when a federal judge set today (June 17) as the date to hear argument on a motion submitted by the station to quash the subpoena.

KPFK is resisting the FBI demand for the original of the SLA tape as well as a letter from the "Weather Underground" that was aired early in June and in which the organization took credit for the May 31 bombing of the old State building in Los Angeles.

Will Lewis, general manager of the noncommercial KPFK, reported that he had declined to answer questions in an appearance before a grand jury last Wednesday on First and Fifth Amendment as well as other rights to protect confidential sources, he said. Among the questions put to him, he told reporters later, were those relating to the inner workings of the station, such as whether the telephone voice directing station personnel to the SLA cassette was male or female. Publicly the station already identified that voice as male. KPFK, soon after receiving the two items sought by the FBI, turned copies over to that agency.

**CBS and NBC play numbers with their evening news**

NBC News's claim, in a recent announcement of executive promotions (Broadcasting, June 10), that its Nightly News "has this spring taken over audience leadership among the three network evening news programs" has sparked a ratings squabble with CBS.

NBC says Nightly News beat CBS Evening News in the Nielsen seven out of 13 weeks in March 1-May 20 period, and tied CBS once. CBS News was then spurred to disclose that average Nielsen for the same 13-week period show NBC with 0.2 lead, with 13.0 for NBC and 12.8 for CBS. In the 22 weeks since Jan. 1, average Nielsen shows CBS with 13.7 and NBC with 13.3. Latest Nielsens available, for the week of May 27, give CBS 12.0; NBC a 10.5, and ABC an 8.6; however, the Emmy awards and baseball on NBC disrupted its news schedule that week. Previous ratings week (May 20) showed NBC leading CBS by one percentage point with 11.6.

CBS News went so far as to issue an internal memo last Friday (June 7) challenging NBC's claim to evening news network leadership. "It's curious," the memo states, "NBC picked the weeks beginning March 1 for their tally, since CBS had led NBC for the previous 13 weeks." CBS infers NBC's "heavily publicized" focus on ratings is overdue. As to last week's Nielsens giving CBS a 1.5 lead, the memo challenges NBC's argument that baseball and Emmys cut into the Nightly News ratings and pulled down ratings in parts of the West Coast. "We don't think that could be the explanation," the memo reads. "During the 13 weeks they point to, basketball playoffs hit us four times as badly—twice a week for two weeks. Research informs us, though, that it could not have made a 1.5 difference."
Music

Judge orders ASCAP to negotiate with FM's on per-program rates

He overrides society's objections that blanket license is supreme

A court decision in a relatively obscure radio music-license case came to light last week and promptly attracted attention for two reasons:

1. It was the first court decision in recent memory that went against the American Society of Composers, Authors and Publishers in a dispute with broadcasters.
2. It was the first music-case decision by U.S. District Judge Harold R. Tyler Jr., since he was given jurisdiction, early this year, over cases originating under the antitrust consent decree that governs ASCAP. For years all such cases had been handled by District Judge Sylvester J. Ryan, now retired.

Judge Tyler's decision in U.S. Southern District Court in New York, involved a group of 39 classical-music FM stations that said they couldn't get a "reasonable" per-program rate from ASCAP for their use of its music. They asked the court to set one. ASCAP opposed the move, contending that some of the stations had agreed to—and therefore were bound by—the industrywide deal for blanket licenses negotiated two years ago by the All-Industry Radio Music License Committee and ASCAP.

Judge Tyler ruled that at least those stations not involved in the All-Industry settlement were free to sue for relief, and that in any event he did not see how agreement on a blanket license could prevent the stations from seeking a reasonable per-program license. He instructed the stations and ASCAP to try to negotiate a satisfactory per-program rate and let him know what comes of their efforts.

Historically, such differences have been settled by negotiation even when litigation was involved. In the past, however, many broadcasters felt that Judge Ryan's rulings on contested legal points tended to go in ASCAP's favor, even though the ultimate negotiated settlements produced reductions in ASCAP rates.

How long Judge Tyler may remain the principal district court judge in ASCAP matters appears uncertain. There have been reports that he is in line for early elevation to the U.S. Court of Appeals.

FM rock doubles its audience over the past five years

ABC-FM Spot Sales announced last week that a five-year survey of FM stereo rock listenership in 31 major markets shows rising FM listenership by at least 100% in all dayparts and demographics.

Since 1969, the stations examined by ABC-FM Spot Sales, a national rep firm for 34 FM rock stations, showed increased listenership not just within the group that was FM rock's original support—males aged 18-24—but within demographic groups ranging up to age 49. The biggest surge in stereo FM rock devotion is among teen-agers, and the second biggest among females 18-24, the study shows.

Since 1969, teen-age listeners have increased 256% between the 7-and-12 p.m. Monday-Friday hours; a 240% listenership increase was reported for women 18-24 during the same daypart. In no instance was the listener growth less than 100%, among the seven demographic groups and five dayparts studied. ABC FM Spot Sales, the only national rep firm for FM rock, calls this "an extraordinary event" and predicts increased responsibility for FM stereo rock listeners. The study, of 117 FM stereo rock stations (not just ABC's 34) will be distributed to local stations.

Music Briefs

Harrisongs. George Harrison has created new label, Dark Horse, for which he will produce exclusively. Ex-Beatle will continue to record his own material for Apple, but will consign all his outside production work solely to Dark Horse, which will be distributed by A&M Records.

Sheltervision. Shelter Records has established video production company, within recording concern, for commercials and remote-program recording. Called Sheltervision, it will be based in Los Angeles, with former president of Mass Video Communications, Michael Sandifer, ad general manager. Shelter's principals are recording-artist Leon Russell and producer Denny Cordell.

Extras. The following new releases, listed alphabetically by title, are making a mark in Broadcasting's "Playlist" reporting below the first 75:

- AIR DISASTER, Albert Hammond (Mums).
- GOLDEN AGE OF ROCK & ROLL, Mott the Hoople (Columbia).
- LA MPLAYSH, David Essex (Columbia).
- MACHINE GUN, Commodores (Motown).
- MR. PRESIDENT, Dickie Goodman (Rainy Wednesday).
- THE NIGHT CHICAGO DIED, Paper Lace (Mercury).
- PUT OUT THE LIGHT, Joe Cocker (A&M).
- REBEL REBEL, David Bowie (RCA).
- SONG FOR ANNA, Herb Ohta (A&M).
- THAT SONG IS DRIVING ME CRAZY, Tom T. Hall (Mercury).
- WHAT'S YOUR NAME, Andy and David Williams (Barnaby).
- WHEN THE MORNING COMES, Hoyt Axton (A&M).
- YOU & ME AGAINST THE WORLD, Helen Reddy (Capitol).

Tracking the 'Playlist.' New singles from Roberta Flack and Elton John break onto the chart in their first week of release. Elton John's Don't Let the Sun Go Down on Me is bolstered at number 53, Ms. Flack's Feel Like Makin' Love is bolstered at number 52. The Hues Corp.'s Rock the Boat (eighth) is the only new record in the top 10 this week. Four records come into the top-40 positions for the first time: Eagles' Already Gone (30), Golden Earring's Radar Love (35), the Doobie Brothers' late-starting Another Park, Another Sunday and Z.Z. Top's LaGrange (both tied at 39) ("Breaking In," April 1). Also making first appearances on the "Playlist" this week are Tappy (Seasons in the Sun) Jack's If You Go Away (63), Dick Feller's country crossover Making the Best of a Bad Situation (68), Blue Magic's Side Show (70), Graham Central Station's Can You Handle It (71) and Andy Kim's Rock Me Gently (74).
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted." In terms of Arbitron audience ratings for the reporting station on which it is played and for the part of the day in which it appears. ([5]) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week's rank</th>
<th>Date (length)</th>
<th>Artist/label</th>
<th>Rank for Day Parts</th>
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<tbody>
<tr>
<td>28</td>
<td>42</td>
<td>Come and Get Your Love (3:30)</td>
<td>20</td>
<td>35 59 35 62</td>
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<tr>
<td>27</td>
<td>43</td>
<td>Redbone—Epic</td>
<td>20</td>
<td>41 48 44 46</td>
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<tr>
<td>43</td>
<td>45</td>
<td>I've Been Searching So Long (4:19)</td>
<td>20</td>
<td>43 42 47 47</td>
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<tr>
<td>37</td>
<td>44</td>
<td>TSOP (3:18)</td>
<td>20</td>
<td>40 51 50 37</td>
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<tr>
<td>43</td>
<td>45</td>
<td>Just Don't Want To Be Lonely (3:31)</td>
<td>20</td>
<td>53 49 49 59</td>
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<td>36</td>
<td>46</td>
<td>Daybreak (3:32)</td>
<td>20</td>
<td>43 45 45 54</td>
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<tr>
<td>47</td>
<td>48</td>
<td>Son of Segullar (3:12)</td>
<td>20</td>
<td>53 49 54 63</td>
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<tr>
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<td>Workin' at the Car Wash Blues (3:39)</td>
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<td>52</td>
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<td>Jim Croce—Plain (6:23)</td>
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<td>64</td>
<td>51</td>
<td>Keep On Smiling (3:25)</td>
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<td>52</td>
<td>52</td>
<td>Feel Like Makin' Love (2:55)</td>
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<tr>
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<td>53</td>
<td>Don't Let The Sun Go Down On Me (5:53)</td>
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<td>50 55 53 54</td>
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<td>54</td>
<td>Come Monday (3:07)</td>
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<td>I Hate Hate (3:15)</td>
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<td>56</td>
<td>Please Come To Boston (3:57)</td>
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<tr>
<td>45</td>
<td>57</td>
<td>Dave Loggins—Epic</td>
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<td>Bennie and The Jets (5:01)</td>
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<td>John Cougar (3:26)</td>
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<td>Wild Thing (2:56)</td>
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<td>61</td>
<td>61</td>
<td>Fanny—Big Tree</td>
<td>20</td>
<td>64 62 56 65</td>
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<td>62</td>
<td>I'm Your Woman (3:14)</td>
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<td>63</td>
<td>Coventry—MGM</td>
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<td>65</td>
<td>64</td>
<td>If You Go Away (2:30)</td>
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<tr>
<td>68</td>
<td>65</td>
<td>Terry Jacks—Tell Me (2:55)</td>
<td>20</td>
<td>59 68 67 73</td>
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<tr>
<td>67</td>
<td>66</td>
<td>You Make Me Feel Brand New (3:25)</td>
<td>20</td>
<td>57 62 65 69</td>
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<tr>
<td>67</td>
<td>67</td>
<td>Gene Redding—Haven</td>
<td>20</td>
<td>65 67 71 60</td>
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<tr>
<td>64</td>
<td>68</td>
<td>I'm a Man (2:48)</td>
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<td>66 61 69 70</td>
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<tr>
<td>62</td>
<td>69</td>
<td>Live in the U.A. (4:03)</td>
<td>20</td>
<td>67 62 71 66</td>
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<td>67</td>
<td>70</td>
<td>Steve Miller Band—Capitol</td>
<td>20</td>
<td>67 78 65 78</td>
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<tr>
<td>61</td>
<td>71</td>
<td>We've Had It (2:59)</td>
<td>20</td>
<td>74 68 73 77</td>
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<tr>
<td>67</td>
<td>72</td>
<td>Fanny—Cattabriga</td>
<td>20</td>
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<td>61</td>
<td>73</td>
<td>Rock Me Gently (3:28)</td>
<td>20</td>
<td>74 75 69 79</td>
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<tr>
<td>67</td>
<td>74</td>
<td>Andy Kim—Capitol</td>
<td>20</td>
<td>75 69 79 79</td>
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<tr>
<td>65</td>
<td>75</td>
<td>Hooked on Feeling (2:54)</td>
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<td>56 65 79 79</td>
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<tr>
<td>36</td>
<td>76</td>
<td>Blue Swede—EMI</td>
<td>20</td>
<td>68 72 66 71</td>
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</tbody>
</table>

Alphabetical list (with this week's over-all rank): The Air that I Breathe (19), Already Gone (20), Annie's Song (21), Another Part, Another Sunday (39), Ballroom (67), Based on the Run (1), Be Thankful (for What You Got) (13), Bennie and the Jets (56). The Best Thing That Ever Happened to Me (69), Don't Be a Hero (3), Can You Handle It (71), Come and Get Your Love (42), Come Monday (54), Dancing Machine (7), Daybreak (46), Don't Let the Sun Go Down on Me (53), Don't You Want a 'bout a Thing (14), The Entertainer (5), Feel Like Makin' Love (32), For the Love of Money (12), Georgia on My Mind (63), Heaven's Got Time for the Pain (15), Help Me (10), Hollywood Swinging (36), Hooked on Feeling (70), I Hate Hate (55), I Won't Last a Day Without You (52), If You Go Away (63), If You Love Me (Let Me Know) (16), I'm Coming Home (29), I'm So Lonesome I Could Cry (33), I'm the Leader of the Gang (50), I've Been Searching So Long (43), I've Had It (73). Just Don't Want to Be Saucy (45), Keep On Smiling (39), Leaving on a Jet Plane (35), Living in the U.S.A. (4:03), Livin' Without a Woman (53), Makin' Love (52), Maniac (51), Mandy (45), Maybe I'm Dreaming (53), My Girl (62), Please Come to Boston (66), Rockin' Love (35), Standin' In the Shadows (45), Stop Lookin' (50), The Last Dance (43), The Last Waltz (40), Turntable (50).
### Broadcasting

**Broadcasting's index of 137 stocks allied with electronic media**

<table>
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<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. June 12</th>
<th>Closing Wed. June 15</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1974 High</th>
<th>1974 Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market cap (mill.) (000)</th>
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**Broadcasting with other major interests**

**ADAMS-RUSSELL+++**

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<th>% change in week</th>
<th>1974 High</th>
<th>1974 Low</th>
<th>P/E ratio</th>
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**Cablecasting**

**AMECO**

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<th>Net change in week</th>
<th>% change in week</th>
<th>1974 High</th>
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**CABLECASTING**

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**COMCAST**

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**CABLECASTING**

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<th>1974 Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
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</table>
**Programming**

**COLUMBIA PICTURES**

**DIS**

**FILMWAYS**

**FOUR STAR**

**GULF + WESTERN**

**MCA**

**MG M**

**TELE-TAPE**

**TELEFUTONICS INT.**

**TRANSAMERICA**

**20TH CENTURY-FOX**

**WALTER READE**

**WARNER**

**WRATHER**

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**Service**

**BBDO INC.**

**COMSAT**

**CREATIVE MANAGEMENT**

**DOYLE DANE BERNBAU**

**ELKINS INSTITUTE**

**FOOTE CONE & BELDING**

**GREY ADVERTISING**

**INTERNICULAR GROUP**

**MARVIN JOSEPHSON**

**MIC COMMUNICATIONS**

**MOVELS**

**MVP TELEVISIONS**

**NEEDHAM, HARPER**

**A. C. NIelsen**

**GOLIVY + MATHER**

**PKL CO.**

**J. WALTER THOMPSON**

**UNIVERSAL COMM.**

**WELLS, RICH, GREENE**

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**Electronics**

**AMPEX**

**CCA ELECTRONICS**

**COMC INC.**

**COMPUTER EQUIPMENT**

**CONRAD**

**GENERAL ELECTRIC**

**HARRIS CORP.**

**INTERNATIONAL VIDEO**

**MAGNAVOX**

**MIL**

**MOTOROLA**

**OAK INDUSTRIES**

**ROCA**

**ROCKWELL INTL.**

**RSC INDUSTRIES**

**SNE**

**TEKTRONIX**

**TELEVISIONS**

**TELEPROMPTER**

**VIACOM**

**VIKOMA**

---

**Standard & Poor's Industrial Average**

104.17

102.00

+2.17

---

A-American Stock Exchange

M-Midwest Stock Exchange

N-New York Stock Exchange

Q-Over-the-counter (bid price shown)

P-Pacific Coast Stock Exchange

1Stock did not trade on Wednesday; closing price shown is last traded price.

P/E ratios are based on earnings-per-share figures for the last 12 months published by The Wall Street Journal. Figure used as a basis for determining the market value of the stock. Earnings figures are exclusive of extraordinary gains or losses. *P/E ratio computed with earnings for last 12 months published by company. **No annual earnings figures are available.

**Broadcasting Jun 17 1974**

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*Approx. shares (000)***

Total market capitalization (000)

85,732

845,294

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**Weekly Market Values**

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<td>2 1/8</td>
<td>2 1/8</td>
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<td>1/2</td>
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<td>5,591</td>
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**TOTAL**

Total 85,732

845,294
Programming

Big things to come at WNET

Station to start $15-million move to new and better facilities; fail revamping will find four hosts attempting to fill Moyers spot

WNET (TV), the New York public broadcasting station, is going bananas. This summer it hopes to clear out of its cramped quarters in Manhattan's West 58th Street area and move around the corner to the Henry Hudson hotel, which it would convert, with a $7-million long-term loan from the Ford Foundation, into a fully equipped public TV supercomplex for the entire New York City area.

Actually, what WNET needs is $15 million, and it will have to find the additional $8 million on its own, through all-out membership drives and fund-raising affairs. The Ford Foundation loan is not attached to its $10 million terminal grant to the station—the largest of such grants to public television in Ford's 23-year assistance to the medium.

The station's move to a "permanent home" has been projected for over two years, and is still regarded with some disbelief by the station staff. The station's operation will move in before the renovations begin in 1975.

The chief advantage of the move is that it will provide a complete production facility for its own—and other—programs. "We might even produce shows for the networks," a station source said. Primarily, however, the project is looked upon as a way to produce in-house the contributions from the Children's Television Workshop, whose Sesame Street and Electric Company, would be head-quartered and taped at WNET's facilities. However, the workshop has not committed itself to moving in with WNET.

A WNET source noted the obvious profit loss at the station with its current production procedures, in which WNET's shows are usually produced at network studios. With the new facility, the station would have its own commercial production house, it was said.

In other developments, WNET announced that the largest grant for a single series in the history of public television had been awarded to it for its 13-week historical drama series, The Adams Chronicles, by the National Endowment for the Humanities. The endowment will give WNET $4 million for the series, a prime-time dramatization of 150 years of U.S. history examined through the lives of the Adams family—including Presidents John and John Quincy—and first lady Abigail Adams. The series will run during the 1975-76 season in commemoration of the country's bicentennial.

In addition to the endowment's $4 million, the Atlantic Richfield Company has pledged $1 million for out right donation, and $3 million contribution to the endowment by the Andrew W. Mellon Foundation and the endowment's treasury funds. The Mellon Foundation has already turned over $750,000, which was matched by Treasury funds, and is expected to give $750,000 next year.

Atlantic Richfield has also pledged $750,000 to WETA-TV Washington for the production of seven or eight musical programs from Virginia's Wolf Trap Park.

In another development, WNET's news and public affairs programming division is attempting to survive the departure of Bill Moyers (Broadcasting, May 13) by bringing in four people to fill his shoes. Jerry Toobin, director of the public affairs department, announced that Bill Moyers' Journal, the highest-rated program for WNET this season, would be replaced by the half-hour American Chronicle next season. The new program will have four rotating hosts discussing a personal interest topic. They will be journalist Shana Alexander, author Studs Terkel, historian George Will, and artist-activist Maya Angelou. Mr. Moyers has agreed to create and appear in at least two specials for WNET next season, a station source said.

Mr. Toobin had been the executive producer of Bill Moyers' Journal and a former producer with the old Great American Dream Machine program.

NAB and syndicators smooth over differences

New York meeting helps repair rift over hotel placement in Houston

The peace-seeking mission of National Association of Broadcasters Chairman Andrew Ockershausen and President Vincent Wasilewski to the program syndicators that stayed away from the NAB's Houston convention has ended in an accord ("Closed Circuit," June 10). Though promises were asked or offered, both sides agreed that the meeting between the syndicators and the NAB in New York last week was "super," as Mr. Ockershausen said. The major syndicators—World, division, MCA, Viacom Enterprises, Paramount Television, United Artists and Time Life Films—say they will be at the Las Vegas convention in 1975.

The major program suppliers emphasized that they did not "boycott" the Houston convention last March but rather decided that their place in the Shamrock hotel—a 30-minute ride from the convention site—was simply "unsatisfactory." Most agreed that they still preferred having all syndicators placed in the same hotel in Las Vegas, but somewhat closer to the action this year.

Mr. Wasilewski solicited ideas from the distributors on beefing up the convention schedule with programing sessions. According to the syndicators, however, there was no common ground on that issue. They had given Mr. Wasilewski this year about being short-changed on the convention program. But since all the firms participating in the informal conference represent different interests (MCA handles off-network reruns and features, Time-Life sells first-run programs and specials, for instance), it is expected that the NAB convention committee will devise a broadcast session.

There was a cordial air to the meeting, both sides agreed, and there was comment among the syndicators that such an exchange with the NAB should have been undertaken "years ago."

CPB study hits public TV on minority programs

A panel commissioned by the Corporation for Public Broadcasting has concluded, essentially, that noncommercial broadcasting is unresponsive to minority interests.

While there have in recent months been signs of an improving situation, the 25-member panel concluded "the interests and needs of minorities have been neglected in public broadcasting." Dismissing a shortage of capital as a justification for this condition, the panel, which was headed by CPB board member Gloria Anderson (the only minority member on the 15-person body), suggested that several adjustments in public broadcasting's programs and policies be made. Among them was a rededication to minority-oriented programing, the creation of a permanent office of minority affairs within CPB, and a suggestion to President Nixon by CPB Chairman James Killian that the CPB board be composed "to reflect, in a realistic manner, the racial and ethnic pluralism of the American society."

The panel's report was also highly critical of public television's new National Station Cooperative (Broadcasting, June 10), which it claimed "is not in the best interests of minority programming." To assure that stations using the co-op make adequate provisions for minority program carriage, the panel suggested they require that a portion of each station's community service grant (which is obtained directly from CPB and is a primary funding source of the co-op) be used "in a manner commensurate with the ethnic composition and programing needs" of the station's service area. It further recommended that two specific black-oriented programs, Soul! and Black Journal, be totally funded by CPB if they are disapproved by the stations for the co-op. (Last week, Soul! had already been rejected and Black Journal appeared to be headed the same route.)

The advisory panel, which was funded by a $100,000 CPB grant, was formed last December in response to mounting pressure from minority organizations. Its studies, while funded by CPB, were conducted with total autonomy from the corporation. And while the panel concluded that several recent advances have been made by CPB toward improving its service to minorities—including its own cre-
Valuable Buck. Laurel Tape & Film Inc., Pittsburgh, is producing one hour special for TV featuring Kareem Abdul-Jabbar of Milwaukee Bucks of National Basketball League.

All together now. Compact Video Inc., Los Angeles, production facilities house, has completed adaptation, Wash., from story, Burbank, Calif., building that contains 20,000 square feet. For first time, also, company is offering post-production work at new center.

Kiddie show. Vidistrib Inc., Los Angeles, is offering Magic Productions' *Trick and Treat*, 130 five-minute segments designed for insertion in local children's programs. To date, series has been sold to 33 markets. Paramount TV holds foreign sales rights to package.

Cablecasting

Radioattachment—it found that much still needs to be done. “There continues,” the report stated, “to be a dearth of programs on public broadcasting that relate to the needs and interests of disadvantaged minorities.”

The panel put much of the blame for the present shortcomings on the CPB board. While that body contains one minority member (Dr. Anderson), “the probability is remote” that one individual could influence board decisions concerning minorities and departing from “fixed concepts and strongly-supported social traditions.” It is “understandable,” the panel concluded, “that a strong belief persists that one is responsible for the lack of imaginative activities and progressive developments in the participation of minorities in public broadcasting.”

Program Briefs

Extended. FCC has granted request of Association of Maximum Service Telecasters to extend deadline for comments on network program exclusivity from June 17 to July 15. Reply comments, originally due July 5, must now be in Aug. 12.

On the rise. Writers Guild of America, West, reports increases in residual payments from TV and films-to-TV writing for April, compared to same month year ago, as well as for first four months of this year. WGA says that residual income for January-April rose 60.6% and for films, 25.4%. Residual payments for four months of 1973, compared to same period last year:

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<th>Year</th>
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<td>$2,906,079</td>
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Goes to court. Apple Valley Broadcasting Co. has filed notice in U.S. Court of Appeals, District of Columbia Circuit, that it will appeal FCC denial of Apple Valley's petition for cease and desist orders and emergency relief against program duplication by two cable operators. Company had sought protection for its *Kvetw(r)* Kennewick, Wash., from simultaneous carriage of football games by Teleprompter Cable Communications Corp. and Micro-Cable Communications Corp., operators of systems at Walla Walla, Richland, Kennewick and Pasco, all Washington.

In syndication. Jack Byrne Properties, division of JBA Marketing Inc., New York, has been formed to acquire TV programs to be syndicated on barter basis. First program obtained is *This Is Music*, 13 one-hour episodes of music-variety series featuring Tony Bennett. Rapid American Corp., New York (Botany 500) will be barter advertiser for first six programs in top 100 markets, starting in late August.

On big band site. Pierre Cossettee and Marty Pasetta have joined forces to develop “The Hollywood Palladium” as TV special for airing Sept. 6 on NBC. John Davidson is host of hour-long variety show to be taped July 19 as pilot for possible series. Program will present as many as 10 guest stars before live audience. Palladium was site for Tommy Dorsey, Benny Goodman, Glenn Miller, Artie Shaw, Harry James, other big band radio origins in 1940's-50's.

More for tennis. *Celebrity Tennis*, a Seven-Ten Production presentation, has added three more stations - WOR-TV New York, WTAF-TV Philadelphia and KDNL-TV St. Louis), bringing the total to 52. Series is being distributed by Syndicast Services Inc., New York.

Help for the buyers. *Consumer Reports* for TV begins June 19 in 42 markets (20 are top 40). Syndicated program is twice-weekly, two-minute insert for local news programs and features brand comparisons and product advice similar to *Consumer Reports* magazine. Consumers Union, Mount Vernon, N.Y., parent organization selling programs, specifies however that *Consumer Reports* for TV must not be sponsored commercially.

Nature lovers. *Time Life Films*, New York, reports second year of syndicated nature series *The Wild, Wild World of Animals* (26 new episodes) has already chalked up sales in 51 domestic and 17 foreign markets, with early fall 1974 as target date. In addition, first year's batch of 26 episodes has been picked up by 97 U.S. cities.

Helping hand. Corporation for Public Broadcasting and National Endowment for the Arts, both Washington, jointly announced grants totaling $104,000 in connection with ongoing Filmmakers in Residence program. Project is designed to aid public television stations in employing cinematographers on full-time basis. Four stations are to receive grants of $26,000 each in fiscal year 1975. The stations and participating personnel are KUSD-TV Vermillion, S.D., for filmmaker James Dunlap and sound technician Ron Judkins; New Jersey Public Broadcasting Authority, Trenton, for filmmaker Ben Levin and sound technician Stephen Arnesen; KXIV-TV Sacramento, Calif., for filmmaker Emiko Omori and sound technician Ellen Newman, and WPXJ-TV University Park, Pa., for filmmakers Lisa Marshall and Ermetta Black.

Some cable regulatory leftovers for the states

Kinley tells lawmakers conference that FCC is anxious for help in areas of franchising procedures and transfers, line extensions

State governments have a role to play in the over-all regulation of cable television, but the nature that role is a matter to be decided on a state-by-state basis with little or no possibility for uniformity.

That was the consensus of a panel of regulators at the first National Convention of State Leaders on Cable Television in Owego, N.Y., June 8. Although the only industry representative on the panel, Viacom Communications President Douglass Dittrick, maintained that except in extraordinary situations states should steer clear of the cable regulatory process, the other participants found such a state role necessary but in varying degrees.

Predictably, the focus of discussion was on the FCC's issuance last April of a clarified policy on cable regulation which, according to a number of non-federal regulatory officials, gives state and local officials little room to swing in regulating the medium (Broadcasting, April 22). But acting FCC Cable TV Bureau chief David Kinley, the commission's action did not totally rule out local options.

The commission, Mr. Kinley maintained, has left several doors open for state regulators. “I am more optimistic,” he said, “than I've ever been about the role state governments can play.” But he added a stipulation: State participation, in the commission's opinion, is desirable in the increased number of areas, and only then when it is premised on “not just regulation for the sake of regulation but regulation for a specific purpose in mind.”

The commission, Mr. Kinley noted, has a clear motive in specifying the areas in which it feels state bodies should have a say. “We have emphasized,” he emphasized, “with the development of duplicative and burdensome overregulation of cable television.” Mr. Kinley, however, also took pains to specify that the process of allocating regulatory powers over cable is ongoing.

Mr. Kinley specified several areas in which state concerns could move. Regarding franchising requirements, he said, going any further than to require that the issuing authority conduct a "full public proceeding" is an area which the commission is very reluctant to get involved into. "We are concerned," he projected, "would jump with alacrity" in response to a state request to be permitted to set up more specific guidelines. Also, Mr.
Kinley said, the commission is anxious to have the prospective franchisee's requirements "inquired into in some way."

"Line extensions—matters dealing with cable systems expanding their facilities beyond their current operation within the franchise area—might also require some state attention," Mr. Kinley said. FCC rules now require only that franchise areas be served "on a reasonable and equitable basis."

And, Mr. Kinley noted, "I think there is a possible paradox there," because at the same time, he said, the commission feels this is something that is not appropriately left to the local franchising authority.

Likewise, he continued, "franchise amendments and transfers "would be a very useful area for the states to get into."

And, he observed, "there is a noticeable reluctance on the part of franchising authorities" to appoint one local official to deal with subscriber complaints. The commission, he said, "is considering a resolution which would allow this situation resolved outside of its own jurisdiction," Mr. Kinley stated.

But there is a greater problem which apparently can only be handled by state governments, Mr. Kinley said. There are at least four states—Texas, South Carolina, Georgia and Ohio—"that have a very unclear situation as to whether local governments are empowered to issue franchises at all. In Georgia, Mr. Kinley noted, "the commissioner," he is delegated not with the direct authority to issue franchises, but with the power to rule whether they have the authority to do the same. "From our point of view," he said, "this is a most unsatisfactory arrangement.

But, he noted, arises when large unincorporated areas "entertain the notion of bringing in one cable operator to serve the entire region—an area which may be too extensive for one company to wire. "If the state wanted to run an agency to see and define that," Mr. Kinley maintained, "I think it would be a substantial help."

C. Wickwire, the New York State Commission on Cable Television executive director who earlier had been connected with FCC, commented that in his home state, "I'm staying in New York state," an apparent reference to his earlier ambition. "Is there a need [for state involvement]? From the state point of view, I think there is," Mr. Wickwire commented. To emphasize his point, Mr. Wickwire read a resolution passed two weeks ago by the National Governors Conference in Seattle. The statement asserted that "it is essential for states to provide a leadership role in nurturing the development of cable television." It also called on states to provide "guidance and assistance" to local franchising authorities, and to insure that cable systems "do not abuse their natural monopoly positions."

In his personal opinion, Mr. Wickwire suggested that state regulation of communications media could go beyond cable, suggesting that it could also "dehydrate the banks," he said. "I would make it telecommunications."

Realistically, however, Mr. Wickwire observed that there is a natural function for state governments in cable, and that is to offer "guidance and assistance" to local regulators. This is something the FCC, he acknowledged, can't do and really "doesn't want to," he said. But, he stipulated, there is also a "traditional regulatory role" for state agencies such as his own. "We don't accept the FCC rules and regulations as an end-all," he cautioned, "when there's a sense; maybe some of their's don't make sense either."

Besides, Mr. Wickwire reasoned, "states are closer to the people."

But if states are closer to the people, offered San Diego City Attorney John Witt, cities are even closer. "Local elected officials operate on a day-to-day basis with their constituents," he said. "They are the most accessible of all public officials. I think it's appropriate that broadcast and cable television services be acceptable to them." In any case, Mr. Witt observed, "subscribers want to complain to somebody in authority," and "we're the ones to catch it."

While Mr. Witt maintained that he has seen "little interest" from states in the area of CATV regulation, he ventured that "there is a need for regulation at both levels of [local] government."

The "Achilles' heel" in the argument that all nonfederal regulation should come from the municipalities, he claimed, is the fact that smaller cities are having "immense problems in finding the necessary resources." The logical solution, Mr. Witt submitted, is for states to set up situations where larger cities would be free to do all their own regulation and for smaller cities to have a state outlet for unsolvable problems. But in any case, Mr. Witt concluded, the FCC "has no business trying to define state authority."

Viscom's Mr. Dittrick disputed the last statement vigorously. "I do not share the view that states need to be directly involved, particularly in regulatory matters," he emphasized. The continuing difficulty, he maintained, is the ongoing "pall and tug" among nonfederal authorities for regulatory authority. And, Mr. Dittrick maintained, only the FCC is capable of bringing reason to the present situation. "Without some direction," he stated, "I'm concerned that there will continue to be this regulatory free-for-all that serves no useful purpose but instead works to the detriment of cable television."

And unless the commission can erase "regulatory duplicity," Mr. Dittrick suggested, the commission may have to deprive some states of entering the cable picture entirely.

**Cable Briefs**

**Stepping back.** Legislation pending in Wisconsin state legislature for more than a year that would authorize stringent state controls on cable television is set for revision, removing much clout from bill. State Senator Ed Jackman, who has been pushing bill in Senate for Governor Patrick Lucey—legislation's original proponent—has drafted revision that would remove provision for state cable commission, eliminate state power to certify (and revoke) franchises and exempt systems from compliance with state regulations beyond subscriber rate increases reported research indicating that 520 systems requested rate hikes in excess of $6.50 since mid-1973. It should have said that 520 systems now charge $6.50 or more a month.

That of number, 155 systems obtained increases to that level since mid-1973; the others achieved that mark within the past three years.

**Blue sky in the land of sky blue waters**

CTIC completes study foreseeing regional communications system for Minneapolis-St. Paul area that envisions combinations of two-way cable, LDS, MDS, and ITFS.

The first known study calculating the costs and specifying various designs for regional communications systems has been concluded by the Cable Television Information Center, Washington.

The $40,350 study, contained in a 168-page report to be generally available next month, emphasizes interconnected, bi-directional communications systems under the collective jurisdiction of many communities within a specific geographical area. The study also emphasizes cable television as the primary delivery means, but stresses combinations of cable and other communications services, including microwave, the Multipoint Distribution Service, and communications satellites.

The seven-month project was premised on the creation of a regional communications system in the Minneapolis-St. Paul region. However, the two engineering and cost computer models created by CTIC in the process will be applicable in other regions.

CTIC staffers last week were in the Twin Cities area to brief members of the Metropolitan Council of the Twin Cities Area, the regional coalition of local governments that co-sponsored and partially financed the project. The actual execution of one of the five systems proposed in the study would be the responsibility of that body. Michael Holland, CTIC's staff coordinator of the project, termed the chances for actual implementation "positive."

The study found three basic advantages to a pooling of regional government interests in the creation of an elaborate communications system—as opposed to the singular delivery of services by conventional means. Local interconnection of cable and other communications sys-
tems, the study found, "can enrich the quality of program material" offered on cable access channels. It would permit "the link-up of specialized audiences with specialized program sources." And it would offer a "gentle" entry for artistic and specialized programming to persons and institutions not served by cable.

While the study fully contemplates that advanced communications technologies will lead to the creation of a "sophisticated" national interconnected system, it asserts that commercial development along these lines "may do little to enhance local programing and the provision of public communications services."

For that reason, the study concludes, the initiative for a regional system must come from a consortium of local governments. And, the study reports, the number of potential uses and users of such a system uncovered by CTIC and MCTCA research is "most satisfactory."

Of the five interconnection system plans submitted by CTIC, two envision that cable systems either will not be built locally or will be too long in coming to benefit the total system. One would utilize Instructed Television (ITFS) microwave facilities. Programing primarily to institutions, such a system would offer eight channels transmitted from a central point and four voice channels to be utilized by viewers for transmissions back to the originating point. Cost: $249,920. The second is an innovative plan called the "community information and service center" system. Such an arrangement would create 25 "centers" linked by two-way cable laid specifically for the project. Viewers would journey to the centers to make use of the system. Cost: $6,103,653.

Two other plans contemplate that cable will be generally available in the region. One is an elaborate combination of Local Distribution System (LDS) and ITFS microwave facilities and cable systems. It involves four ITFS and 12 LDS channels being delivered to CATV headers via microwave, where the signals would join the cable system and be fed into subscribers' homes. Each LDS channel would be available via a portable transmitter to any three cable systems at one time to complete a modified two-way communications cycle. Cost: $481,140.

A second plan calls for the interconnection by wire of all existing cable systems in the area, which would be joined with a four-channel ITFS microwave system that would connect with institutions and CATV headers beyond the range of the cable network. The cable network would be joined by a central interconnection switching center. Cost: $1,432,200.

A fifth possibility involves a combination of an interconnected cable network, a series of 25 community information systems, and something a bit more complex, a "hybrid" ITFS microwave system which would be connected to both the cable network and outlying reception points not linked with the master CATV facility. Cost: $7,323,255.

Copies of the report will be available from CTIC after July 1 at a cost of $7.50.

And the pay cable debate goes on

With broadcast, cable, theater and FCC men in the ring at Publi-Cable conference, there was little in the way of solutions, but fuel aplenty for future rounds

Last week, a panel comprising representatives of virtually every interest involved in pay cablecasting met at Washington's Mount Vernon College to thrash out the issues anew. They found no fast answers, but plenty to be concerned about.

The panel, part of last week's annual conference of Publi-Cable Inc. included Time Inc.'s Barry Zorthian from the cable industry, the National Association of Broadcasters' Robert Resor, the National Association of Theater Owners' Martin Firestone and the FCC Cable Bureau's William Johnson. Unlike other discussions of this nature in the past, as the panelists traded shots their positions became interwoven.

"That's one of the got," observed Mr. Firestone of the current pay situation, "is a controlled marketplace in cable television where glitches and ticks are being periodically checked by the FCC, which ultimately does not know where the hell it's going."

"That's undoubtedly true," candidly replied the FCC's Mr. Johnson. But, he added, this is certainly not a new problem. "For about 20 years, the commission has been trying to figure out the best way to regulate the issue. They aren't new to us; they've been the same all along. But we just haven't found the answers yet." He then ran down a list of about 20 questions currently being considered by the agency. For instance, would the commission's controls over pay programming, and who gets access to it, violate the First Amendment? Would pay result in a deprivation of existing services? At present, Mr. Johnson concluded, the commission views its general approach to the matter that the new medium should have access to programing not now offered free by conventional services—as a sound one. What is lacking, he acknowledged, are "more precise rules to implement the theory."

For example, the Cable Bureau official noted, the present antishoping rules pertaining to sports carriage are designed to permit pay cable access to the sports events not regularly carried on free television. But it does not cover all available contests. "Unfortunately," Mr. Johnson conceded, "the rules aren't doing that now." (One example of the problem, as articulated by Mr. Zorthian, is that while Time subsidiary Home Box Office Inc. has agreed to carry New York Yankees games not telecast by wpxtv in New York—carriage wpxi would furnish to the pay company—the FCC rules deny paying systems events seen within the past year on conventional TV apparently preclude such an arrangement.)

As far as the last two points of the rules are concerned, Mr. Johnson added, the "rules don't apply perfectly to every film situation." Movies such as "Butch Cassidy and the Sundance Kid," whose theatrical run has exceeded the two-year post-release period in which the rules allow pay cable showings, "never make it to pay...even though they won't be available to broadcasters for some years to come."

Theater owners, however, are by no means benefiting from this situation, in the opinion of NATO's Mr. Firestone. Unless theaters are given "reasonable time to exhibit a film—a period which must go beyond the first run—"they are unable to make a profit from it because producers receive as much as 90% of a picture's theatrical gross. If pay cable intervenes within this period—as Mr. Firestone claims it has regularly been doing—the path to viability is blocked.

And theater owners, lacking the status of "regulatory clients" of the FCC, are not receiving any assistance from the commission, Mr. Firestone asserted. "The commission is saying that 'we don't regulate you, you're not a matter of concern,'" he complained.

But pay cablecasters, Mr. Zorthian contends, are being equally deprived by the commission. At this stage of its development, the Time executive noted, pay is "serving nothing more than an experimental service. 'There are some shortcomings and there are some success stories.' At the same time, Mr. Zorthian said, pay "represents the key to the development of cable in the urban markets." It is not the only solution, he acknowledged. But it is the easiest way and probably the only extra revenue producing service that can be delivered at this time. "I don't want to be accused of painting a pie-in-the-sky picture which isn't going to come about for some years," he said.

But unless the antishoping rules are liberalized, Mr. Zorthian asserted, pay cable may never be able to identify, let alone realize, its potential. At present, he claimed, the service is "unable to achieve a fair test, largely because of the restrictions applied by the U.S. government."

All this might tend to suggest that conventional broadcasters are the only interests not subject to a hardship under existing commission rules. Indeed, the FCC's Mr. Johnson offered some credence to that assertion when, in referring to the agency's existing general CATV rules, he stated: "It's a program that is basically designed to protect the over-the-air broadcaster."

Not so, maintained the NAB's Mr. Resor. Looking at broadcasters' major concern is not with the present antishoping rules but rather with what would happen if the status quo is altered. "We have no doubt," Mr. Resor stated, "that in the absence of FCC restrictions, the pay cable people would be bringing their subscribers these "disgraceful and monstrous" free television."

Considering that major film producers are "very anxious to find a bonanza market" in pay cable, Mr. Resor noted, such a development is "perfectly feasible economically." And the local station, he said, "would be entirely justified in claiming, if an official claimed, would be those unable to receive pay programing—the poor.
economic reasons and the rural dwellers for geographic reasons.

Mr. Firestone, nevertheless, ventured that there is a solution to the puzzle—and one with which none of the panel members took issue. The answer, he reasoned, is to find ways of creating more programming—enough to spread around. "If there was a greater diversity of products," he observed, "I think much of this would be a moot point." The obstacle, the panelists found, lies in the fact that there isn’t.

**Ford cautions on two-way cable**

**Vice President warns of potential for electronic invasion of homes**

Vice President Gerald Ford has emphasized that "continued vigilance" will be necessary to insure that Americans’ right to privacy is not compromised by electronic technology. And of all the possible sources of abuse in this area, the Vice President chose to specify only one—two-way cable.

Mr. Ford told a June 7 meeting of the Georgia Bar Association "the privacy implications for the subscribers of such systems are enormous." With the recent proliferation of information systems capable of maintaining vast amounts of data on the activities of individual citizens—many of which "have been planned and are being utilized generally without adequate controls"—the potential for a "1984" climate of surveillance "has created a serious and widespread fear," the Vice President said.

In light of this, Mr. Ford stated, "continued vigilance is necessary to protect the right of privacy from dangers that often appear in the guise of highly beneficial developments in applying advances in technology and telecommunications to make our lives more efficient and productive."

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**Fates & Fortunes**

**Media**

Charles T. Jones Jr., Radio Information Office director, National Association of Broadcasters, Washington, named VP.

Eric Anderson, general sales manager, WNOE-AM-FM New Orleans, named VP-general manager. He is succeeded by Roger Cavaness, who was local sales manager.


Faye Graves, general sales manager, KFRM(AM) Salina, Kan., named general manager, KXOD-AM-FM Kansas City.

Phil Schwestfurth, sales manager, WKAZ-(AM) Charleston, W. Va., appointed general manager, WAMS(AM) Wilmington, Del. Charles T. Morey, with sales staff, WRAP(AM) Norfolk, Va., named general manager, WBEZ(FM) Charleston. All are Rollins Inc. stations.

William H. Shaw, with sales staff, WOSA-(AM) Geneva, Ill., named general manager.


Ronald Townsend, director, national field services, Children’s Television Workshop, New York, joins WTOP-TV Washington as business manager.

**Broadcast Advertising**

O. J. Reiss, director, retail services, WUAH-(TV) Lorain, Ohio, and associated United Artists Productions, Cleveland, joins KTUU(TV) Anchorage, Alaska, as director, retail sales and development.

Stuart Reich, with sales staff, Television Advertising Representatives, New York, joins Peters Griffin Woodward, as manager of Philadelphia office.

Dartine A. Stoner Jr., general manager, N. W. Ayer's Philadelphia office, named to newly created post of senior VP, international division.

John Noakes, management representative, Ted Bates & Co., New York, elected senior VP.

Donald M. Dowd Jr., account supervisor, Cunningham & Walsh, New York, elected VP.

Bob Roganti, group sales manager, TVAR, named Eastern sales manager, Kaiser Broadcasting Spot Sales.

David Johnson, with sales staff, WABC-TV New York, named sales manager.
Mike Fisher, local sales manager, WXRT-TV Cincinnati, named general sales manager, WGR-TV Buffalo, N.Y.

Jack Sander, local sales manager, WOTL-TV Toledo, Ohio, named general sales manager.

Donald R. Richards, with sales staff, WTMJ(AM) Milwaukee, named sales manager, succeeding William T. Haig named station manager.

Ron Maxey, formerly with KLPR(AM), Oklahoma City, named sales manager, KAFG(AM) Oklahoma City.

Douglas Spellman, associate media director, Ogilvy & Mather, Los Angeles, joins Vitt Media International-West, same city, as senior associate in charge of broadcast negotiations and media planning.

James B. Stevenson, with sales staff, WTOK(AM) Ithaca, N.Y., appointed assistant VP-commercial sales. John J. Reegan, announcer, appointed assistant VP-operations.

Jerry K. Gubin, with sales staff, Avco Radio Sales, New York, named assistant sales manager of New York office.

Stephen R. Sandler and Bruce Duffy, formerly with Howard Swink Advertising, Kansas City, Missouri, named marketing services director and creative director, respectively, of Hameroff & Associates, Columbus, Ohio.

Paul Schwartz, art director, J. Walter Thompson, New York, joins Cunningham & Walsh, New York, in same position.

Claude Cayler, media supervisor, Dancer-Fitzgerald-Sample, San Francisco, joins Tracy-Locke Advertising, Dallas, as media planner.

John A. Brubaker, with sales staff, WSNL-TV Patchogue, N.Y., named national sales representative.

Programing

Myles Wilder, staff writer, Hanna-Barbera Productions, Los Angeles, named executive story director, daytime programing, responsible for seven new H-B network series in coming season.

Glenn R. Morgan, production and special projects director, WABC(AM) New York, named program director.

Philip Capice, director of special programs, CBS Television Network, appointed VP-creative affairs, Lorimar Productions, Los Angeles.

Marvin Korman, VP-advertising and public relations, Columbia Pictures Television, New York, has assumed additional duties as director of corporate public relations for parent company, Columbia Pictures Industries.

Dick Starr, radio programer, producer and consultant, named executive creative producer and VP-programing for Century 21, Dallas.

George Leh, production manager, WXRT-TV Flint, Mich., named program manager. He is succeeded by Sam Teague, director.


Broadcast Journalm


Bill Schirmann, news director, WHHH(AM) Princeton, N.J., named head of corporate news division, Nassau Broadcast Co., owner of WHHH and WPST(AM) Trenton, N.J.

Thomas Berryman, sports director, WDBQ(AM) and KIWF-FM Dubuque, Iowa, named news director.

Susan Schiffer, Washington correspondent, Group W Washington news bureau, named White House Fellow, effective Sept. 1.

Equipment & Engineering

George C. Wetmore, director of engineering, WXJ(TV) Jacksonville, Fla., named manager of newly formed central frequency license bureau to be established by Post-Newsewak Stations July 1. Central engineering office will handle all engineering filing data required by FCC for Post-Newsewak, licensee of WXJ.


Senri Miyaoaka, manager, television tube department, Sony Corp., given Vladimir K. Zworykin award of Institute of Electrical and Electronics Engineers Inc., for outstanding work in color television electronics.

Dan Burke, engineer, General Television Network, Detroit, joins Widing Video Center, Southfield, Mich., a division of Bell & Howell, with responsibilities in remote video productions.

Cablecasting

Bill Schiller, VP-general manager, Storer Cable TV Inc., Thousand Oaks, Calif., elected president, California Community Television Association, at spring meeting in Sacramento. Other CCTA officers for 1974-75: Ralph J. Swett, TM Communications, VP; Kester K. Kriem, Teleprompter, VP-technical; Ted W. Hughett, Western Communications, VP-programming services; John W. Goddard, Viscom, secretary; and Joseph W. Benes, Coachella Valley Television, treasurer.

Roderick A. MacLeod, Continental Cablevision, Stockton, Calif., named VP-general manager, Continental's Michigan operations, based in Lansing.

Ronald A. Hammerman, manager, Warner Cable Systems, Waltham, Mass., joins Associated CATV division of Adams-Russell Co., Waltham, as general manager, Montachusett Cable Television Inc.


Merry Sue Smoller, librarian, Vitus Communication Hall, Madison, Wis., named city's new cable television officer.

Allied Fields

Rev. James A. Brown, S.J., chairman of telecommunications department, University of Southern California, Los Angeles, resigns to devote himself to part-time teaching (at USC and Loyola University, also in Los Angeles), consulting work and counseling.

Paul W. Robinson, chief, airspace, obstruction, and airports branch of Federal Aviation Administration, joins Aviation Systems Associates, Redondo Beach, Calif., as consultant and managing partner. ASA provides negotiations with FAA on TV and radio towers among its services.


Deaths

William L. Vogel, 48, division VP, Cox Cable Communications Inc., died of heart attack, May 31, in Lewistown, Pa. Lifelong resident of Pennsylvania, Mr. Vogel began in cable shortly after graduating from Penn State University in 1950. He joined Cox Cable in 1963 as Pennsylvania regional manager. He is survived by his wife, Norma.

Murray G. Crosby, 70, pioneer in development of FM stereo broadcasting, died June 8, in Syosset, N.Y. Mr. Crosby won several awards for his communications research and held more than 200 patents for inventions. He is survived by his wife, Marie, and three brothers.

Corinne Lengenbaugh Duffy, 75, mother of James E. Duffy, ABC-TV network president, died June 8 in Princeton, N.J. She was wife of Harold Francis Duffy, who died last year.

William R. Bands, 60, campaign manager for Advertising Council, died of heart attack June 7 while enroute to office in New York. Before joining the Council, Mr. Bands was media director of Brand Names Foundation. Surviving are his wife, Marie, and sister.
As compiled by Broadcasting, June 3 through June 7 and based on filings, authorizations and other FCC actions.

**Abbreviations:** AM—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CARS—community antenna relay service. CH—critical hours. CP—construction permit. D—day. DA—district. dir.—directional. ERP—effective radiated power. HAAT—height of antenna above average terrain. kHz—kilohertz. kw—kilowatts. LST—local sunset. MEOV—maximum expected overuse value. mhz—megahertz. mod.—modulated. N—night. P—preliminary service authority. SCA—secondary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmit power output. U—unlimited hours. vis.—visual. w—watts. —noncommercial.

**New TV station**

**Rulemaking action**
- Chief, Broadcast Bureau, extended without terminal date time for filing responses to petition for rulemaking filed by office of communication of United Church of Christ and four individuals jointly, which requests amendment of television table of assignments to add several new VHF-TV channels and other amendments (RM 2346). Action June 4.

**Call letter application**
- Tennessee State Board of Education, Cookeville, Tenn.—seeking WKCT-WCTE.

**Existing TV stations**

**Final actions**
- WSNS (ch. 44) Chicago—Broadcast Bureau granted CP to change the type of station to ERP 1050 kw (vis.), 123 kw (aur.); ant. height 1420 ft.; condition (BPCT-4661). Action May 28.

**Actions on motions**
- Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV) TV proceeding—Reclosed record, denied request by Broadcast Bureau for additional evidence; and ordered that procedural dates will remain as previously ordered (Doc. 1967). Action June 3.

**Other actions**
- WSFA-TV Montgomery, Ala.—FCC denied joint application by WJIM-AM-FM-TV Dobbin, Ala., and WLEYA-TV Columbus, Ga., for stay of March 20 commission order which affirmed grant of application of Cosmos Broadcasting Corp. to relocate trans of WSFA-TV (Doc. 16948). Action May 29.

**New AM stations**

**Applications**

**Final actions**
- Starkville, Miss.—Request by Prairie Broadcasting Co., Starkville, for waiver of rules to permit later filing of its application for new AM on 980 kHz, 1 kw-D, has been denied by commission and application returned as unacceptable for filing. Action June 5.

**Actions on motions**
- Administrative Law Judge Chester F. Nauemowicz Jr. in San Juan, Rio Grande, Isabel Segunda, Vieques, P.R., AM proceeding, adopted Broadcast Bureau's motion for rehearing as to assumed duty patents for Cuban station CMJR Camagüey; in separate action, granted petition by Boricua Broadcasting Corp. and extended procedural dates as requested (Docs. 19897-901). Actions May 20 and May 17 respectively.

**Other action**
- Review board in Stamford, Conn., AM proceeding, denied motion by The Western Connecticut Broadcasting Co. to dismiss action for renewal of license of WSTC (1400 kHz) on two contingent petitions by Broadcast Bureau, FCC added issues in KAYE Puyallup renewal proceeding; Sitting to determine whether KAYE (KUPS), committed logging violations; broadcast program- ing/operations; failed to comply with sec. 1615; and made ex parte presentations in violation of rules. KAYE's motion to dismiss second of two petitions was denied (Doc. 19659). Action June 5.

**Call letter actions**
- Guan TV Broadcasting Co., Agana, Guam—Granted WGLV.
- Lincoln Broadcasting Co., Buffalo, Ky.—Granted WLBV.
Fines

- WHSY, Hattiesburg, Miss.—Broadcast Bureau notified The Hub City Broadcasting Co. of liability for $1,900 fine or repetition in that remote reading antenna varied from their calibration set of 18 in., and by failing to maintain in operative condition equipment table of receiving emergency action notifications from stations. Action May 30.

- KOOO, Omaha—Broadcast Bureau notified Pier San of liability for $1,000 for failure to identify sponsor of program "Hollywood Report," Liens license has 30 days to pay or contest forfeiture. Action June 4.

- Virgin Islands—FCC ordered WIVI-FM Christiansted, St. Croix; WISTA(AM) Charline Amalte, St. Thomas; and WVUM(AM) Caroline Amalte, St. John, to pay forfeitures for broadcasting literary offense. Licenses of WISTA and WVUM were assessed forfeitures of $2,000 each, and licenses of WIVI-FM, forfeiture of $1,000. Action June 30.

- KMO Tacom, Wash.—Broadcast Bureau notified Broadcast House of apparent liability for forfeiture of $3,000. Licensee is for 30 days to pay or contest forfeiture. Action June 4.

Call letter application

- WCEP Parkersburg, W. Va.—Seeks WADC.

Call letter actions

- WRSD Homestead, Fla.—Granted WODI.

- WBIE Marietta, Ga.—Granted WCOB.

- WPXV Greenville, N.C.—Granted WGNL.

New FM stations

Applications

- *Mission Viejo, Calif.—Saddleback Community College District seeks 88.5 mhz, 10 kW. P.O. address: 28931 Corporate Center Drive, Mission Viejo.

- Estimated construction cost $9,885; first-year operating cost $12,000; operating expense: $3,000. Proponent is Larry Sawyer, director of institutional media. Ann. June 7.


- Pensacola, Fla.—Perdido Broadcast Co. seeks 107.3 mhz, 50 kW; 2410 ft. P.O. address: Box 747, Pensacola 32594. Estimated construction cost $571,200; first-year operating cost $351,000; operating expense $9,364. Proponent is V. N. T. Davis, managing director. Ann. June 6.

- Etna Moline, Ill.—Upper Rock Island County Holding Co. seeks 90.1 mhz, 50 kW. HAAT 500 ft. P.O. address: 115 S. Southeast St., Moline, Ill. 61264. Estimated construction cost $125,886; first-year operating cost $95,000; operating expense $14,979. Proponent: Robert J. Cobert, James A. Hunter, et al. (98% each). Mr. Cobert is partner in men's store, Mr. Hunter is real estate developer. Ann. June 6.

- Detroit Lakes, Minn.—Knudson-Leighton Inc. seeks 93.9 mhz, 2 kW. HAAT 281 ft. P.O. address: Box 746 Detroit Lakes 56501. Estimated construction cost $38,769; first-year operating cost $41,000; revenue $60,000. Principals: Alver G. Leighton (80%), James M. Knudson (20%). Mr. Leighton is managing director and holds stock in KDL(AM) Detroit Lakes. KLGR(AM) Decatur, Ill. KOUR(AM)-FM Independence, Iowa, KIC(AM) Washington, Iowa, and KLGR(AM) Redwood Falls, Minn., all under the common holding in stations KDL(AM), KCI(AM), and KUNI. Ann. June 6.

- Poplar Bluff, Mo.—Conrad John Kaneyvsek seeks 95.5 mhz, 30 kW, HAAT 196 ft. P.O. address: 110 Derheke Drive, St. Louis, Mo. 63003. Estimated construction cost $67,479; first-year operating cost $39,500; revenue $50,000. Principals: Mr. Kaneyvsek is audio specialist, and his wife, Miss Helen Kaneyvsek. Ann. June 6.


- *Toledo, Ohio—Emmanuel Baptist Christian School seeks 89.5 mhz, 3 kw. HAAT 100 ft. P.O. address: 411 Lakeview Road, Toledo, Ohio. Estimated construction cost $10,000; first-year operating cost $8,000. Proponent: Dean Lehman, business administrator. Ann. June 6.

Summary of broadcasting according to the FCC, as of April 30, 1974

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<tr>
<th>Licensee</th>
<th>Sta.</th>
<th>Total on air</th>
<th>Total off air</th>
<th>Total on air CPs</th>
<th>Total off air CPs</th>
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<td>12</td>
<td>1</td>
<td>12</td>
<td>14</td>
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- Starting authorized

  - *WBLD Orchard Lake, Mich.—Authorized program operation on 89.3 mhz, TPO 10, w. Action May 21.
  - KOPE Mesilla Park, N.M.—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT—32 ft. Action May 28.

Actions on motions

- Administrative Law Judge Rebekah Loan in Danville, Ind. (Danville Broadcasting Co. and Hendricks County Broadcasting Corp.), FM proceeding, granted joint petition and terminated proceeding (Docs. 19996-97). Hendricks was granted (0.71 mhz, 5 kw. HAAT 300 ft. P.O. address 2759 S. 926th. Indianapolis 46241. Estimated construction cost $26,451; first-year operating cost $24,814; revenue $60,000. Principal is Gordon D. Grue, James G. Grue, Wayne B. Cox and Walter A. Abe (each 21.5%). Messrs. Grue and Cox have controlling interest in Indianapolis truck service and supplier. Mr. Abe has medical practice in Columbus, Ind. Action June 3.


- Chief Administrative Law Judge Arthur A. Gladstone in Boulder, Colo. (Prather Broadcasting Co., WBIZ, Superior Media, Decatur Broadcasting and Soy Communications Co., joint venture), FM proceeding, denied petition by Arroyo and Figueres to amend their application to reflect proposed loan of $60,000; by separate action, granted motion by the above named parties, dismissed with prejudice application of Milton Alfred Lindsey for failure to prosecute (Docs. 19996-97). Action June 5.

- Chief Administrative Law Judge Arthur A. Gladstone in Boulder, Colo. (Prather Broadcasting Co., WBIZ, Superior Media, Decatur Broadcasting and Soy Communications Co., joint venture), FM proceeding, granted petition by Arroyo and Figueres to amend their application to reflect proposed loan of $60,000; by separate action, granted motion by the above named parties, dismissed with prejudice application of Milton Alfred Lindsey for failure to prosecute (Docs. 19996-97). Action June 5.

- Review board in Bloomington, Ind., FM proceeding, denied motion by Blooming Media Corp. and associate for new FM on ch. 264A, in Bloomington, to add issues against Indiana Communications, competitor applicant for facilities. Action June 3.

Rulemaking actions

- St. Augustine, Fla.—Acting chief, Broadcast Bureau in response to proposal of CP to surrender grant of CP issued to Enterprise Broadcasting to operate on 105.5 mhz at St. Augustine, license of Enterprise Broadcasting (PRB-359) to reflect mutually exclusive application of Cap of Sept. 27, 1973. Action June 6.

- Review board in Bloomington, Ind., FM proceeding, denied motion by Blooming Media Corp. to add issues against Indiana Communications, competitor applicant for facilities. Action June 3.

Final actions

- WUNS Bowling Green, Ky.—Broadcast Bureau granted license covering new FM station; ERP kW; antenna height 300 ft. (BLH-5760). Action May 30.


- *Broadcast Bureau in response to request by Richard A. Carroll, extended from June 14 to July 1, time for filing comments, Alfred A. Martin, Jr. on CP for request of Danville, Ill., for retransmission of program "Hollywood Report." Licensee has 30 days to pay or contest forfeiture. Action June 4.

Call letter applications

- WDOL-FM Athens, Ga.—Seeks WJSR.
- WCEP-FM Parkersburg, W. Va.—Seeks WIBZ.

Call letter actions

- WBIE-FM Marietta, Ga.—Granted WBIE.
- WEEG-LP Quincy, Ga.—Granted WZOL.

Renewal of licenses, all stations


Modification of CP's, all stations

- KYWM-FM (Twenty-Nine Palms, Calif.—Change ant. site; make change in ant. system; ERP 93; ant. height 89 ft. (horizontal), 130 ft. (vertical) May 31.
- WAOF-FM (Fl. Lauderdale, Fla.—Extend time for new station to June 30 (BMPF-1110). Action May 28.
- KUID-TV (ch. 12) Moscow, Idaho—Change type of ant. system; change in ERP 40, km. May 26.
- KITC-FM (Topeka, Kan.—Change trans. location to specific ant. location at Sixth and Kansas, Topeka; operate by remote control from studio; change trans. and ant. change ant. system; ERP 100 kw. ant. height 340 ft. (BMPF-1405). Action May 31.

Translators

Final actions

- KITC-FM (Topeka, Kan.—Change trans. location to specific ant. location at Sixth and Kansas, Topeka; operate by remote control from studio; change trans. and ant. change ant. system; ERP 100 kw. ant. height 340 ft. (BMPF-1405). Action May 31.

Other actions, all services

- FCC certification of posting statement will no longer be required effective as a result of recent revision of commission's rules. Ann. June 4.
- FCC deleted in rules with closing of July 1 application for Change of Callsign for KBNU(AM) Hanover, Pa., to WIBZ.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation</td>
<td>(703) 354-2400</td>
<td>Member AFCCE</td>
<td>Established 1936—Paul Godley Co. Consulting Engineers 1224 G St., N.W., Suite 300 Washington, D.C. 20005</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio Engineers 1771 N St., N.W.</td>
<td>202-331-5307</td>
<td>Washington, D.C. 20006</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W.</td>
<td>202-547-9281</td>
<td>Washington, D.C. 20005</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 116, Associations Bldg.</td>
<td>301-228-5300</td>
<td>Washington, D.C. 20006</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>Consulting &amp; Engineering</td>
<td>202-329-2345</td>
<td>New York, New York 10019</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JOHN H. MULANEY</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>Potomac, Maryland 20854</td>
<td>Member AFCCE</td>
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<tr>
<td>MERL SAXON</td>
<td>Consulting Radio Engineer</td>
<td>862 Hoskins Street</td>
<td>Lufkin, Texas 75901</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>DAWKINS ESBY</td>
<td>Consulting Radio Engineers</td>
<td>Applications/Field Engineering</td>
<td>P.O. Box 2177-Olympic Station</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>COHEN and DIPPELL, P.C.</td>
<td>Consulting Engineers</td>
<td>202-783-0111</td>
<td>Washington, D.C. 20004</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl., Hilland-7010</td>
<td>816-723-9234</td>
<td>Kansas City, Missouri 64114</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>E. Harold Munn, Jr., &amp; Associates, Inc.</td>
<td>Broadcast Engineering Consultants</td>
<td>301-228-5300</td>
<td>Coldwater, Michigan 49036</td>
<td>Member AFCCE</td>
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### Service Directory

<table>
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<tr>
<th>Name</th>
<th>Address</th>
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<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>Precision Frequency Measurements, AM-FM-TV</td>
<td>301-228-5300</td>
<td>Member AFCCE</td>
<td>Monitors Replaced, Repair &amp; Certified</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>845 Concord Ave.</td>
<td>Cambridge, Mass. 02138</td>
<td>Specialists for AM-FM-TV</td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM FM TV and facsimile facilities.</td>
<td></td>
<td>*1970 Readership Survey showing 3.7 readers per copy.</td>
<td></td>
</tr>
</tbody>
</table>

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*Oscar Leon Cuellar Consulting Engineer*  
1563 South Hudson  
(303) 756-8456  
DENVER, Colorado 80222  
Member AFCCE

**contact**  
BROADCASTING MAGAZINE  
1735 DeSales St. N.W.  
Washington, D.C. 20036  
for availability.  
Phone: (202) 638-1022
**KCHI-AM-FM** Chellico, Mo. (1010 kHz, 250 w-D: FM permit for 103.9 MHz)—Seeks assignment of license from Rogers to Berghoff for $250,000. Mr. Roberts owns 51% of KREI (AM) Farnham, N.D. (250 w-D: FM permit for 103.9 MHz) to Ronald G. Hatton and Theodore A. Griffin (31% each) for $175,000. Both licensed to KFH, with interest in KYAT-TV W. Monroe, La. Mr. Hatton and Mr. Griffin are principal owners of KFEQ (AM) St. Joseph, Mo. Ann. June 3.


**KQV(AM)** Lake Oswego, Ore. (106.7 MHz, 100 w-D: FM permit for 103.9 MHz)—Broadcasting Co. to The KQV Broadcasting Co., the KQV Broadcasting Co. to The Broadcasting Co., Inc. Buyer: Herbert Gross (100%) owns KQV(AM) license. Principals: Buyer: Fred T. Harvery, president (56%), et al. Mr. Harvey owns stock of KSET-AM-FM El Paso, KQV(AM), KJMC-FM Scottsdale, Ariz. Sun Country Radio owns KAP(R) (AM) KQV(AM), KQV-FM, KQV-Radio, WAIE(AM) KQV(AM); all licenses for four months until 1979 for completion of KQV Broadcasting to complete construction. Action May 1.

**WJN-AM** Springfield, Mo.—Seeks transfer of control of WJN(AM) from R. D. Foster et al., executors of estate of Lester E. Cox, to South Central Broadcasters was not consummated. Ann. June 5.

**KWT-OAM-FM** Springfield, Mo.—Transfer of Ozarks Broadcasting Co. from R. D. Foster et al., executors of estate of Lester E. Cox, to South Central Broadcasters was not consummated. Ann. June 5.

**KMA(FM)** Albuquerque, N.M. (100.3 MHz, 9 kw—FM) broadcast license for Call of Smoky Mountain Broadcasting Corp. to Townsend. Executors: Buyer: Fred Ashley, et al. (100% before, none after) to Townsend Va. (none before, 100% after). Consideration: $435,000. Principals: Frank, Wood. KMA(AM), KMA-FM (AM) Parsons, Tenn. They also have application to acquire WDDZ(AM) and WWYS(AM) (AM) Monticello, Fla. (BTC-7335). Action May 30.


**KCLA** (95.5 FM, 2 kw—FM) Seeks assignment of license to Joy Broadcasting Inc. (31.6%) from賺得 Or. Thomas A. P. Townsend to Charles E. Maddux (100%) president, Century (51% de facto) and Mr. Maddux (49%). Century owns KAWA(AM) Waco. Ann. June 6.

**Final actions**

**WPDC-FM** Jacksonville, Fla.—Application for assignment of CP (BPH-304, as modified, new station) to Virtually Perfect from Belk Broadcasting Co. of Florida, disposed at request of attorneys. Ann. June 3.


**KDFV(AM)-FM** Sioux City, Iowa—Broadcast license to B. L. Capps and assignment of license from M. L. Capps through transfer of stock to B. L. Capps and D. Capps (BTC-7320). Action May 30.

**KDV(AM)-FM** Sioux City, Iowa—Broadcast license to B. L. Capps and assignment of license from KMM(AM) Muskego, Okla. Buyers: James St Clair (81.5%) et al. Mr. St Clair has interest in several General Electric companies. KMM(AM) Lincoln, Neb. and KMM(AM)-FM Sioux City (BPH-301). Action May 30.


**WWKW(AM)-FM** Canton, Ohio—Assignment of license to OEA Broadcasting Co. assignment of license to OEA Inc. (BAL-1979). Action May 30.

**WWQH(AM) and WJJC(AM)**, all Cincinnati—Assignment of license to WJJC(AM) Kalamoso, and WUPW-TV Sault Ste. Marie, all Michigan—Broadcast Bureau granted relinquishment of license and assignment of license from John E. Feeter (53.3% before, 49.99% after) to Carl E. (12.2% after, 15.7% after). Consideration: $240,000. Actions for execution of executors of Feeter (BTC-7385). Action May 24.

**KATZ(AM)** St. Louis.—Transfer of License Radio (pro forma) from Independent Equities Educational Assurance Co. was not consummated. Ann. June 3.

**KWTO-AM-FM** Springfield, Mo.—Transfer of Ozarks Broadcasting Co. from R. D. Foster et al., executors of estate of Lester E. Cox, to South Central Broadcasters was not consummated. Ann. June 5.


**KSUX(AM)** Lakewood, Colo.—Assignment of license to Lakewood Broadcasting Co. (63%) for $100,000. Seller: William C. Mos is retiring from radio business after 24 years as owner-operator of KSU(AM). Buyers: W. Dave Floyd (100%) VP, general manager of KSUX. Action May 30.

**KDCX** (99.5 MHz, 1.3 kw—FM) Assignment of license from Joy Broadcasting Inc. (63%) to John E. Feeter. Executors: Charles E. Maddux (100%) president, Century (51% de facto) and Mr. Maddux (49%). Century owns KAWA(AM) Waco. Ann. June 6.

**WPVL-AM** Pineville and WJOK-AM-Lancaster, both Ohio (BAL-8058). Action May 29.

**WTIB(AM)** Hoffman, Wis.—Assignment of license to OEA Broadcasting Co. assignment of license to OEA Inc. (BAL-1979). Action May 30.

**WWTV(AM) and WJFK(AM)**, all Cincinnati—Assignment of license to WJFK(AM) Kalamoso, and WUPW-TV Sault Ste. Marie, all Michigan—Broadcast Bureau granted relinquishment of license and assignment of license from John E. Feeter (53.3% before, 49.99% after) to Carl E. (12.2% after, 15.7% after). Consideration: $240,000. Actions for execution of executors of Feeter (BTC-7385). Action May 24.

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**KMW(AM)** Elyria, Ohio—Assignment of license to Leo E. Deady (51%) and Calvary Baptist Church (49%) for $10,000. Principals: Seller: Edwin (50%), Charles (50%) Deady, buyer (BTC-7335). Action May 29.

Help Wanted Management

General Manager for MOR FM station in Upper West Side. Heavy sales and origination work. Experience essential. Box E-250, BROADCASTING.

Sales manager to work into G. position. Must sell and supervise sales. Staff. Salary on-1/2 commission. Great opportunity to grow with group owner of three stations. Box F-135, BROADCASTING.

A highly successful station operated under the same local ownership for the past 27 years is planning major changes in an expansion of its radio FM and cable TV operation. We need in Susquehanna-Vienna community in the heart of the nation's 40th market Harrisburg-Lancaster. Now accepting applications for management sales and announcing positions. No phone calls. Please submit complete information in your application to Art Cooley, Vice President, WHKP, Hendersonville, NC 38379.

We are seeking an ambitious account executive for a new development radio and television stations in large and medium markets. As consultants to management and sales, you will be helping these stations hire, train and develop their future executives to assure continued corporate growth. Qualifications: high intelligence, demonstrated leadership capability, skillful in college or organizations, lots of drive and one to three years of experience. Candidates selected will be paid commensurate with experience and income requirements. Submit resumes and personal letters for past three years and geographical preference to C. L. Mitchell, Curtis Company, 5725 Perry Highway, Pittsburgh, PA 15237.

Help Wanted Sales

Needed: A hard working salesperson who can sell good goods and services. We are in-5,000 full time listener in a southern town of 30,000 population. We offer you a good opportunity if you are qualified. We are an equal opportunity employer. Rush resumes and photographs to Box F-91, BROADCASTING.

Sales manager for AM-FM combination. You can grow into station manager. Our 15,000 watts full time listener is located in a southern town of 30,000 population. This opportunity is real for the right person. We are an equal opportunity employer. Rush resumes and photographs to Box F-91, BROADCASTING.

Safely anxious, patient and hardworking salesperson with some rock own and boardwalk experience. KFLY, Box C, Charleston, OR.

Experienced account executive—Lincoln, Neb. (pox, 145,000). Top AM only station. Salary, commission plan. KFGM Radio, 1025 Terminal Blvd., Lincoln, NE.

Southwest New Mexico—Beautiful music FM stereo station looking for a top-notch salesperson. A great opportunity in a growing market. Guarantee: commission, company insurance, etc. Do not apply unless you have a proven track record and at least 3 years experience. Equal opportunity employer. Send complete resume to Dave Bùttion, General Manager, KSVK AM/FM, 317 West Quay, Artesia, NM 88120. 505-745-2761.

Sales Manager—Mature, experienced with good record. Good base salary with override commission. Resume to WDSM, Box 1027, Statesville, NC.

Wisconsin FM station wants to add hustler with two years experience. Send resume to WLM, FAX 660, Eau Claire, WI 54701.

Young, attractive individual for radio sales, with ability to talk and sell your own product. Have pleasant telephone personality and must be able to talk swiftly. Excellent earnings potential for enthusiastic go-getter. Send full particulars along with audition tape and recent photo to WITW, Box 591, Thompson, GA 30674.

Community under 30,000 needs imaginative sales rep with desire to earn handsome income on commission. AM-FM combination, a successful story. Advertising $50—863-6126, EOE.

Help Wanted Announcers

First Phone Announcer for small market Maryland station. Send photo and resume. Box E-82, BROADCASTING.

Talk Show Personality—Experienced, creative. Must be able to assume more than average responsibility. Must have good credit and previous employment record. Must be available for first hour. Send resume and recent photo. Medium market, well equipped Mid-Atlantic state FM. Box E-123, BROADCASTING.

Announcer—Minimum two years experience needed for quality country music operation in Eastern state. Salary negotiable, depending on experience. Credited position. Send resume and photo. Box F-63, BROADCASTING.

Opportunity of the Year—Super personality. Midwest origination and sales position. Equal opportunity employer. Box F-170, BROADCASTING.

Entertainer—Voice, experience, 3rd phone for East Coast 50,000 watt stereo FM. Afternoon drive, Send photo and resume. Box F-78, BROADCASTING.

A versatile radio professional needed at a successful modern country radio station with fine Falcon. We're looking for a family and is looking for a permanent position. Excellent salary and benefits. If you are interested, please send resume and recent photo. Box F-141, BROADCASTING.

Morning A.P./Sales, Southwest Florida. Bright humor with deejay position. Your reply confidential. Box F-143, BROADCASTING.

Bobbie Dee (Robert J. Dowst) please get in touch, have new opportunity. Your reply confidential. Box F-143, BROADCASTING.

Personality jock for daytime rock In Ohio. Mortgage, possible PD position, good production drive, shift, Prefer Indiana employer, Salary $2500-$5000. Box F-57, BROADCASTING.

Midwest AM station with Mod Country Format, Model Studios and financially stable operation, looking for two atmosphere personalities. Opportunity for salaries is also available. We need radio personality. Mail a resume in the mail to Box F-165, BROADCASTING.


Male or female air personality for 50,000 watt modern country station, market of 160,000. Must be good. No hurry, but we're looking for the right one now. Good money, working conditions. Resume, Tape, photo, details to Bill Brink, KYAK, 2800 E. Dowling Road, Anchorage, Alaska 99507. No collect calls.

Experienced jock for contemporary formatted station. Send resume, photo, recent tape. Rule #1: Work hard. Excellent facilities. Send tape and resume to Jim Palmer, WCVS, P.O. Box 2679, Springfield, MA 01108.

Mid Day Rock jock with chance to learn television on the side. Great opportunity for announcer with some experience. WELK Charlottesville, VA.

Experienced jock for morning slot on Florida's best-sounding small market station, $1250, more for maintenance. Tapes and resumes to Dan O'Day, WJIP, P.O. Box 712, Lake Wales, FL 33853.

Expansion of our operation has created a position for an experienced professional. We are a fast growing company in a beautiful market. Send tape and resume to WELK at Box 1001, Box F-170, BROADCASTING.

Experienced broadcaster needed to fill position created by internal promotions at MOR, CBS affiliate. New facilities. Send complete information including address, telephone and other details to WSQW, Box 1945, Saginaw, MI 48605.

Network affiliate with easy listening format has immediate opening. Nighttime jock and announcement. Excellent fringe benefits. Bush tape, resume, phone number to Bob Wells, WVEE, Box 400, Hampton, VA 23669.

You are in a small Texas market now—going nowhere. Spend one year with us, follow instructions and you will be in a Wall Street type of Atmosphere. Market full line country station. Send aircheck, resume and photograph to Houston Radio, 3911 Knottynole Lane, Houston, TX 77045.

Help Wanted Announcers Continued

Leading East Coast Top 40 seeks jock who can read news, produce and announce連續. Send resume and tape to P.O. Box 1137, Atlantic City, NJ. An equal opportunity employer.

Modern Country announcer needed for five thousand watt FM stereo station in growing South. Must have previous experience announcing country and have positive work attitude. Salary, benefits. Please send resume and photo in first letter to Missouri Division of Employment Security, Box 190, Poplar Bluffs, MO.

Adult rockers need solid production person—send tape first letter, Drawer 14, St. Louis, MO 63188.

Experienced pro for busy morning shift, CW format position open now. W. Arichon KFPA Helena, Al. 501-388-8361.

Help Wanted Technical

Help wanted—first phone, engineer, heavy on maintenance. Full benefits. Salary will be $1200.00 per week. Box F-20, BROADCASTING.

Chief Engineer who knows what he is doing and is willing to work and be compensated. Salary range $9000, 5 kw, directional, Remote Control, SW area. Write Box F-29, BROADCASTING.

Technical Director-Engineer for two well-equipped FM operations in area. Must be experienced and knowledgeable with automation, pro, coatings, construction. Salary and requirements to Box F-39, BROADCASTING.

Chief Engineer-Announcer, for suburban Christian station in Southeastern metropolitan area. Salary up to $3000.00. Send complete resume for interview and experience. Write Box F-53, BROADCASTING.

Wanted: Chief Engineer who is good on maintenance and sales for two FM operations in Central Massachusetts. Excellent opportunity including profit sharing, free life insurance, etc. Write Box F-115, BROADCASTING.

Technical help wanted. Radio coordinator for office of telecommunications in major metropolitan center. General working knowledge of local government two-way radio systems is desired and technical background in broadcast radio and television is preferred. Send resume with references to Box F-134, BROADCASTING.

Chief engineer for 5 kw directional Daytimer in mid west. Experience professional, complete performance and transmitter maintenance. Salary open. Box F-138, BROADCASTING.

Chief engineer. New Jersey AM-FM, Strong transmitter and studio maintenance ability, Salary 18-22K, depending on experience. Box F-154, BROADCASTING.

Experienced chief engineers for leading Connecticut AM-FM. Salaries $20,000. Submit resume and references to Box F-156, BROADCASTING.

FCC first phone for part time work at suburban NYC station. Flexible hours. A-170, BROADCASTING.

If you are a tech who wants to change to a CE, and you know FM Stereo from mike to antenna, you are our individual. Salary geared to learners level but open. Chance to do engineering for AM in same or Northern California. Box F-174, BROADCASTING.

Chief Engineer for Washington, D.C. suburban metro area station, non-directional. Prefer someone already near our area, include all information first letter. Box F-181, BROADCASTING.

Chief Engineer—East Coast AM and automated FM stereo. Maintenance experience on transmitter and studio equipment required. Open and benefits. An equal opportunity employer. Send resume to P.O. Box 1137, Broadcasting Center, Management, 212—421-0680.

Chief Engineer, maintenance experience required for 5 kw directional AM, 50 kw FM Stereo. Must know transmitter and studio and microwave equipment. Call John Smith at 212-383-2039. Box F-80, c/o WNAM, Broadcast Center, Bridgeport, CT 06608.

Chief engineer to supervise operation, maintenance and upgrading of radio and color television facilities in the new market. Send resume and references to MR. Frederick, 11-1201, WSVG, P.O. Box 495, Saginaw, MI 48605.

Chief, experienced, needed at 5kw midwest radio. Good pay, benefits. Call 812—425-2221. EOE.

CONSIDER BROADCASTING
Help Wanted News

Experienced news writer needed, with good voice for adult music station. Send audition and resume to George Taylor, F-14, BROADCASTING.

Help Wanted Programming Production, Others

Program Director, medium/small market. Announcer known and respected, capable of driving station, knows programming. Good voice. Applicant should have at least 2 years' experience. Send resume to P.O. Box 97, BROADCASTING.

Crop Farm—Long-established, full-time CBS 5,000-watt station. Central USA. Prefer agricultural college graduate or person with minimum agricultural broadcast experience. Move up. Send resume now to Box F-42, BROADCASTING.

Middle market, 24 hr. contemporary needs strong in sales with personality. Must communicate with 18-35 audience and take directions. Send photo/resume to Box F-75, BROADCASTING.

Needed immediately, a full-time production/swing person for 50,000 watt WBT radio in Charlotte. Strong commercial and varsity air work a must. Send résumé with references to: Cinetra, Program Director, WBT Radio, Charlotte, N.C. 28208. An equal opportunity employer.

Program Director for modern country music station, must have thorough knowledge of country music, production and be able to handle drive time shifts. Send resume to WDWM, P.O. Box 1007, Statesville, NC.

Situations Wanted Management

General Manager—Top sales producer. Will lead and motivate staff. 20 years broadcasting. Age 36. Currently employed with major group. Will invest considerable equity. Prefer East or Southeast. Box F-44, BROADCASTING.

Florida—Young, professional station manager with substantial sales and management ability. Excellent in programming. Best credentials, references. Ready to settle in small or medium market. Box F-68, BROADCASTING.

Christian—Over 10 years’ experience includes manager, Christian program production, automation. Christian helps rule religious sales and more. Box F-95, BROADCASTING.

General manager—Well known Midwest broadcaster. Former owner. Experience extensive. Built two stations into three winners. Box F-116, BROADCASTING.

Small market sales mg, Young, degrees in merch. & music. Looking for high rise move in mg. Must be in the 30’s to 40’s. Exacting track record in sales/management/programming. 4 yrs. exp. Midwest position desired. Box F-157, BROADCASTING.

Successful current G.M., seeking similar position small, medium market. (Owners selling station). Cost, sales-oriented. Professional broadcaster, knowledgeable FCC, all phases. Family man, community-active. Box F-150, BROADCASTING.

General manager, sales manager, 11 years experience in sales and all phases of broadcasting, 34, married, excellent references. Box F-160, BROADCASTING.

Situations Wanted Sales

Sales—Radio, experienced, Southeast, leaving major market. College graduate with track, resume, picture. Box F-86, BROADCASTING.

Mature salesman/salesman—13 years experience. Box F-153, BROADCASTING.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere—NOW. Box F-14, BROADCASTING.

Unique Top 40 superlack in 100,000 market, ready to move up! Well developed, can follow directions, excellent references. Box F-16, BROADCASTING.

Big voice adult rocker or MOR, Friendly, references too, stable, non-egotistic. Box F-54, BROADCASTING.

First phone jack seeking progressive rock or other FM position. Top ratings ten-year market past 2½ years. Excellent in sales and market. Box F-91, BROADCASTING.

Afternoon drive, top-50 50Kw Midwest modern country wants to rock. Good production, M.D. experience. Will resonate with tape and resume write to: Box F-79, BROADCASTING.

Experienced professional, intelligent, confidence, aggression, experience. Married, seeking settlement. Available June 30th. Box F-124, BROADCASTING.


Former college English teacher, with experience in radio and real estate, desires work as announcer-salesman with good music station in small community. 3rd class license. Prefer Midwest. Box F-133, BROADCASTING.

For sale. One top flight black announcer for top 40 or R&B announcing & program. Box F-145, BROADCASTING.

Sample your ideas to: Andy Bleakly, 85704. Will qualify, produce, bill, and buys. Box F-147, BROADCASTING.

Midwest, 23, married, seeking full time employment. Third phone endorsed, 5 years other profession. College educated. Prefer AM/FM rock, adult rock, willing to relocate. Prefer personal interview. Enclosed are complete and impeccable references. Box F-162, BROADCASTING.

Get the small market blues. Ready to grow with your organization. BA in radio. Married. 3 years comprehensive experience as program manager and sales director. Steady morning shift. 3rd endorsed. Youth and experience are yours. Box F-167, BROADCASTING.

Classical music announcer. Extensive knowledge of all eras of classical music and composers. Operatic experience. 15 years on air experience. Good commercial delivery. Available Aug. 1st. Box F-176, BROADCASTING.

1st phone seeks small-medium market. Jazz/College format. Will move to opportunity. Box F-175, BROADCASTING.

Experience with personality, community mind set. Prefer AM/FM. Box F-186, BROADCASTING.

Youth plus experience, news anchorman, sports director, play by play. B.A., communications, 4 years experience. Box F-189, 6063 Waverly Ave., Pittsburgh, PA 15203. 412-481-7323.


Souk, first phone, 8 years experience. Worked New York, Budy Gill, 922 Brook Ave., Bronx, NY 10472.


Prepared, college experienced announcer, age 22, immediately available to work 100% of your time. B.A. in broadcasting from Marquette and third endorsed. No experience minimum. Will assist to relocate. I believe in "personality" radio and getting ummph. Will mail or write for any position. Box F-184, 312-727-5518 or 675-1281, 8646 N. Harding, Skokie, IL 60076. Tape, resume and pick up upon request.

Ambitious beginner needs first break, DJ-announcer. Tight board, do produce and handle EIB phone. Jay Knott, 1230 Melody Dr., Denver, CO 80234, 303-451-8613.

Looking for a non-biased, non-scream top 40 gig. Prefer street format market 5,000. Seven years' experience. Steve's 1-414-336-0600.

Top 40 Radio needed. Good voice for AM/FM. Prefer New England or Florida. Box F-187, BROADCASTING.

Commercial spot reading. Box F-188, BROADCASTING.

Situations Wanted Technical

Radio chief of small stations for past 5½ years. Age 34. Desire position as chief of small station, Indian at larger operation, or something in between. Will move. Box F-105, BROADCASTING.

Chief engineer, 33, family man, strong on maintenance, AM-FM stereo, SCA, automation, proofs, controlling. Eager for challenge. Box F-149, BROADCASTING.

Chief, first phone, 6 years' experience, technical school, design, construction, proofs, own gear. Box F-151, BROADCASTING.

Newspaper, 2 years experience in radio and TV news. First phone, college. Prefer West or Midwest. Box F-172, BROADCASTING.

Great teams deserve great coverage. You are there with my play-by-play. Veteran sports director seeks medium to major market with college or pro team coverage. A major market needs a big league team to match his ability. If you have the fans, you'll get the listeners.

Former news director for two small market radio stations seeks reporter position in medium market radio or TV. College graduate. Will relocate anywhere before Thursday. Box 919-237-8979 collect or write John Basky, 406-C Winstead St., Wilson, NC 27893.

Money back guaranteed Young female, interviews, talk shows, news gathering/delivery, spot production, traffic, advertising, board work. Want to move into bigger market. Shirley Kachold, WYKO, Caro, MI 49232.

Los Angeles news director. Black, 31, wants advancement and opportunity. Network experience, top man. Best references. All areas considered, but prefer Coast. Serious reply to Box 5755, Santa Monica, CA 90406.

More than five years experience in writing, reporting and announcing on radio and TV. Dedicated, self-starting broadcast veteran seeks position with career potential. Wide experience in broadcast journalism. Box 1, Duryea, Apt. 9-C, 610 Sewall Ave., Asbury Park, NJ 07712.

Newsmen ready to work. College experience in gathering, writing, and reporting of news for radio and TV. Anywhere. Box 5760, BROADCASTING.

News director, take charge professional, seeks major market position. Understand local news, how to find it, and produce results. Let my experience work for you. Charles Beach, 4020 Holland, No. 212, Dallas, TX 214-521-7877.


Broadcasting Jun 17 1974 52
Help Wanted Technical

Director of engineering for dynamic, growing public TV station. Must have First Class FCC license. Must have experience in UHF/TV station engineering and equipment installation and maintenance. Must have experience in systems, standards and technology. Must have at least 3 years' supervisory experience. High pay, full benefits, excellent opportunity. Send resume and salary needs to Box F-97, BROADCASTING.

Director of engineering major group with both television and radio operations. Must have excellent oral and written communication skills. Must have strong experience in station engineering and administration. Must have at least 3 years' supervisory experience in television and radio operations. Must have experience in technical systems design and construction. Excellent pay, full benefits, excellent opportunity. Send resume and salary needs to Box F-97, BROADCASTING.

Help Wanted News

Need strong anchor person and assistant News Director for WBFS, channel 33. Must have strong background in talk, feature and news, including weather. Must have strong technical background and TV experience necessary plus ability to direct and stimulate innovations. Salary plus benefits. Please send resume and letter with salary request to Box F-19, BROADCASTING.

Help Wanted Management

WANTED: News Manager. Must be experienced with strong background in news and emergencies. Must have strong technical background and TV experience necessary plus ability to direct and stimulate innovations. Salary plus benefits. Please send resume and letter with salary request to Box F-19, BROADCASTING.

Help Wanted Sales

Immediate opening for a very strong account executive with a growing Phoenix station. Must have broadcast sales experience plus commissions. Rush resumes to Box F-159, BROADCASTING.

Learning experience in the Northeast has now expanded to the West Coast. Must have strong background in writing and editing, plus some on-camera experience as well. Excellent pay and benefits. Please send resume and letter to Box F-159, BROADCASTING.

Help Wanted News Continued

Highly qualified broadcaster with management background will join management team at a highly experienced (three years minimum), full-time producer/director of executive producer. Must have experience in public television production and on-air talent. Experience in all phases of production required. Immediate openings, for highly qualified tape editor, video person, remote person. Must have strong engineering background. Contact Vann Totten, Television Production Center, 445 Melwood Street, Pittsburgh, PA 15213.

Help Wanted Programing, Production, Others

Wanted-Producer/Director for top 60 group station. Excellent opportunity. Send resume, personal goals, and salary requirements to Box F-112, BROADCASTING.

Creative Producer/Producer for top 60 station. Immediate openings. Send resume to: Box F-112, BROADCASTING.

MESC seeks Executive Director to assist in establishing quality system in Montana. Position qualifications available on request. Through MESC, deadline is August 1, 1974. P.O. Box "A", Bozeman, MT 59715.

Situations Wanted Management

Highly qualified management will join management team at a highly experienced (three years minimum), full-time producer/director of executive producer. Must have experience in public television production and on-air talent. Experience in all phases of production required. Immediate openings, for highly qualified tape editor, video person, remote person. Must have strong engineering background. Contact Vann Totten, Television Production Center, 445 Melwood Street, Pittsburgh, PA 15213.

Business Manager and Controller desires Southeast opportunity. Experienced in all financial management and acquisitions. Presently in broadcasting, Degreed. Box F-171, BROADCASTING.

Situations Wanted Sales

New York Rep. wants out. Four years rep, experience in sales. Has strong ties to cable, film and syndication. Contact April 1, 1974. Immediate openings. Send resume to Box F-119, BROADCASTING.

Wanted: Sales Manager, VHF station in top 100 market. Dynamic station with group ownership. On air position. Must have strong background in sales and TV experience necessary plus ability to direct and stimulate innovations. Salary plus benefits. Please send resume and letter with salary request to Box F-106, BROADCASTING.

VHF station in top 100 market. Dynamic station with group ownership. On air position. Must have strong background in sales and TV experience necessary plus ability to direct and stimulate innovations. Salary plus benefits. Please send resume and letter with salary request to Box F-106, BROADCASTING.

Broadcasting
**Situations Wanted Sales Continued**

One of the top regional, local salesmen in the country with 12 years experience did $245,000 last year. Ready and eager for new assignment for somebody that wants a solid and successful salesman. Phone 804-737-3018 or write Box F-127, BROADCASTING.

**Situations Wanted Announcers**

20 years, news anchor, sports, weather, talk, producing, directing, professional delivery, apparency. Tom Kolson, 22 Foinette, Ormond Beach, FL 32074.

**Situations Wanted Technical**

Maintenance Engineer seeks a position in Northern states. Ten years radio, now would like a challenge in TV. Box F-47, BROADCASTING.

I won't cost you a fortune. That's refreshingly. I do many things and do them very well. That's valuable. Top sports/TV/Weather/weather, reporter, anchor/host, news director, producer, documentarian. I'll prove it before I leave. I'll know to win battles. I can help you do both. Box F-180, BROADCASTING.

**Situations Wanted News**

News or sports—Young with experience. Have done state government, investigative, general and sports reporting. Film: 904-877-0445. Box E-248, BROADCASTING.

TV-Radio Sportscaster, major league credits, pro football, basketball, baseball, desirable change. Want daily TV-Radio/Football Radio/TV news. Outstanding State award winner, degree, family man, VTR, audio tape, resume on request. Box F-114, BROADCASTING.

24-year-old female with SA journalism communications wants sportscaster/announcer. I have experience, TV-Radio, and offer hard work and imagination. Box F-7, BROADCASTING.

3 years' experience in radio news looking for a position on a TV staff. Good delivery and can write. Tape and resume available on request. Box F-74, BROADCASTING.

Meteorologist: 2 years radio experience, currently working as a television meteorologist in New England. Warm, friendly attack, uncomplicated approach. Will relocate to any part of the nation. 24 years old, blond hair, blue eyes. Box F-115, BROADCASTING.

Anchorman—proven ratings performance. Extensive reporting, editing, writing background. For resume and VTR, Box F-146, BROADCASTING.

Weather-Caster. Major market: desires small east or south, small, medium market movement. Salary open for right station. Family man, excellent appearance. Other duties acceptable. AHF. Tape. Impeccable references. Box F-158, BROADCASTING.

Thinking of expanding? I just spent a year helping a news television network get a running start. Can you challenge me enough to get me away from TV? I'm a young (29), widely experienced dedicated pro. Professional family man. Will relocate in an aggressive operating job. Full consideration to all qualified. Avail. N.Y.T. 301-381-4433, Box F-165, BROADCASTING.

Sports announcer in Top 50 seeks solid opportunity in heavy college or pro market. Excellent credentials included. Solid delivery and professional personal drive to be one number. Box F-164, BROADCASTING.

Young, Extremely knowledgeable sportscaster. Current backup in Top 40 market. Desires directorship in top 60 or backup in major market. Degree, major college experience. Tape. Resume on request. Box F-173, BROADCASTING.


Award-Winning reporter to make or keep your news #1. People's choice. Downeast. Charles Bairuther, 502 N. Davis Rd. #26, Palm Springs, FL 33460. 305-967-5657.

**CABLE**

Help Wanted Technical

Microwave Technician, 1st or 2nd class license. Cable video network serving New York and New Jersey. Vehicle provided. Good potential. Micro-Cable Communications, 7 Fir Court, Oakland, NJ 07436.

**Situations Wanted Management**

College graduate, 7 years radio experience, desire move into cable. Willing to try any position with future management potential. Rectas. Box F-114, BROADCASTING.

**WANTED TO BUY EQUIPMENT**

Needed (2) Revox or equiv. two channel stereo tape recorders. Decade 1969, (1) G-M type equipment rack. Glenn Tryon, WKYO, Cairo, IL 46273.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantees Radio Supply Corp., 1314 Hibrite St., Lakeview, IL 60740.

**FOR SALE EQUIPMENT**

Gates stereo automation system made up for top 40, full overtop Design. Complete time division time program digital clock, adding machine type tape logger. 25 to 150 Hz decoders. Unit in full operation when returned. Call Dennis King 415-792-2555. KFMR, Fremont, CA.


Gates S440 Monaural console studio. Good condition. $300.00 cash in advance. KWEW, Hobbs, NM.


For Sale: Complete Automation system with 4 Cassettes. Automatic programing, complete switching equipment with capability of 20 program sources including network. Also 12 in. TV switchers with about 400 standard country music selections. For further information, call Bob Mendelson, JWNC, Jacksonville, NC 919-455-2707.


Two GE PE-400 Cameras including two 18 to 1 Angenieux 6 inch zooms, 10 to 1, 1’4” Sdoll play decks, cart encoder, monitor AMP. 2 Gates “55” series audio consoles, complete time division time program digital clock, adding machine type tape logger. 25 to 150 Hz decoders. Unit in full operation when returned. Call Dennis King 415-792-2555. KFMR, Fremont, CA.

**FOR SALE**

Gates stereo automation system made up for top 40, full overtop Design. Complete time division time program digital clock, adding machine type tape logger. 25 to 150 Hz decoders. Unit in full operation when returned. Call Dennis King 415-792-2555. KFMR, Fremont, CA.

**MISCELLANEOUS**

Prize Pritzel Pritzel National brands for promotions, graphics, programming. No barrier or trade . . . better for fantastic deal, write or phone Television & Radio Magazine, P.O. Box 115, 1661 West Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the desiable Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write Command, Box 26348, San Francisco, CA 94126.

Bibliographies on hundreds of rock groups. Free samples. Write Rock Bio's Unitd., Box 978, Beloit, WI 53511.

Journalism "packages" for newsmen! Two booklets totaling 500 story angles. Two newsletters (one for newsmen, the other for Associates). 1312 Beverly, St. Louis, MO 63122.

Jockey Earn $5,000-$10,000 in spare time. Proven method. Send $1.00 to Total Media, Box 511, Newington, CT 06111.


Jacks: Low cost, dynamic promos, jingles, produced comedy, drops, 'Tapping Moog, more $2.00 (refund) brings brochures, demo postcard. Mother City Productions, Box 521, Newberry, SC 29108.

Biographical information on MOR and rock artists plus other features. Now more pages at lower rates for individual subscribers in all but the top twenty markets. Free sample. The Sullivan Letter, 887 Seventh Avenue, NY 10019.

**INSTRUCTION**

Broadcast Technicians: Learn advanced electronics and TV production degrees by correspondence. Free brochure, Grantham, 2002 Stoner Avenue, Las Vegas, CA 90225.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario, 312-649-9072.

Job opportunities and announcer-dj—1st class FCC license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.


REI teaches electronics for the FCC First Class Radio Telephone license. Over 95% of our students pass their exams. Classes begin June 15, Aug. 26, Sept. 30 and Nov. 1. REI, 61 N. Pineapple Ave., Sarasota, FL 33577. Phone (813) 925-6022, REI, 2402 Tidewater Drive, Fredericksburg, Va. 22401. Phone 703-735-1441.


FCC license the right way, through understanding, you can afford. Home study. Free brochure, G1, 5540 Hollywood, Hollywood, CA 90228.
Help Wanted Announcers

**AIR PERSONALITY**

WUBE, Cincinnati has openings for experienced air personality with strong production capabilities. Excellent starting salary, fringe benefits, opportunity for growth with stable organization. Applications from all market sizes and formats considered. An Equal Opportunity Employer. Send tape and resume to:

Bill Jenkins, General Manager
WUBE Radio
225 East Sixth Street
Cincinnati, Ohio 45202

Help Wanted Management

**TELEVISION**

**SALES PROMOTION DIRECTOR**

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Kitty Broman: a generalist in the broadcasting business

"I'd take out a mortgage on the gates of hell for her," her boss says without the least bit of prompting. But then, again, Bill Putnam, president of Springfield Television Broadcasting Corp.—and a promoter to the core—is given to exaggeration. Hyperbole aside, however, what shines through is his dedication to this female co-worker whose job description reads like one of the recipes she presents on her daily television program: equal parts vice president of Springfield Television, clerk of the corporation, hostess of *Kitty Today*, and, for fanning the cake, director on the television board of the National Association of Broadcasters (the first woman to hold the post).

When Kathryn Elizabeth Flynn (Kitty) Broman picks up a new job, she can't seem to drop the one she had before. She's not promoted from one job to the next; rather, she's much like the once small, honeymoon bungalow that has had so many rooms added on that now it is a complex of its own.

If pressed, Kitty Broman will say that if she had to give up either the administrative side as Mr. Putnam's right-hand "person" or the performing end of the business, she'd have to give up her show. "Like anything you like to do, [the program] gets easier to do over a long period of time," she says. (She's been doing the midday *Kitty Today* for 19 years.) Of administration, she says, "It's a people business. Of course, you can do both things. And I want to do both things and well. I've been blessed with a lot of energy."

Energy enough, that is, also to raise four children, make her own bread at home—although she originally didn't want to take on her program because it involves a lot of cooking, which, she says, she does enough at home—serve as goodwill ambassador for her company, a three-station UHF group, to luncheons and dinners of fraternal organizations, state fairs and expositions, and campaign for and win the spot on the TV board.

Mrs. Broman arrives in Washington today (June 17) for orientation sessions before the joint boards meet this week. Carefully, she backs away from questions about what she thinks of the association or what she wants to see done while she is on the board. Her backpedalling is less the product of political pussyfooting than the kind of savvy that says freshman legislators don't jump into print with a batch of position statements before their first session.

But, she remembers her election with some relish. The call that announced her victory in the vote came into her NAB convention hotel room at the unconscious hour of 7 a.m. the day after the balloting. She was "so excited" that today she can't even recall who was on the other end of the line, only that he told her she had made it. In softer tones, she retells the story of her disappointment at losing a similar race by only a few votes for the board. The vote was before the Washington convention. "My morale was very low. I thought they didn't want me," she says. "But after a while I figured it wasn't me really."

"What that board needs is someone with couth," says Bill Putnam. That, he laughs, is why he encouraged her to run.

And anyone who interviews people for a living must possess a good amount of couth. Sitting behind a horseshoe-shaped desk, à la NBC's *Today Show*, Mrs. Broman has pumped everyone from members of the Kennedy clan to Mahalia Jackson (whom Mrs. Broman considers her favorite interviewee, partly because Mahalia compared her to Dinah Shore after a Q-and-A session). "I just look 'em in the eye and make them think their subject is the most important in the world," Kitty Broman explains. "After that, you just hope your native intelligence comes to the fore." She works without notes, by the way. "I was born talking."

Mrs. Broman started talking on the air in 1955 when she was given one day's notice that she would have to do WWLP's daily cooking program—the regular cook, she explains, had called in sick. She had some little-theater acting experience but "in those days, who had a TV background?" she says, remembering her bout with stage-fright.

Despite some first-day nightmares (such as accidentally dumping a frosting mix on the floor), she stuck with the show. Bill Putnam recalls that the original cook was so angry when she returned and found Mrs. Broman in her place that she quit.

*Kitty Today* has become "a lot more meaty" in the subsequent 19 years, the hostess says. From low-cost main-dish cooking, the program has evolved into a vehicle for week-long discussions of venereal disease, the status of women and the plight of the American Indian. Still, she admits that she still has a kitchen set and enjoys whipping up an appetizer or two for old times' sake.

Mrs. Broman is an original stockholder in Springfield TV Broadcasting Corp. Even before there was a station, Bill Putnam recalls, she was helping with the FCC filings, when both of them were working for the local Chamber of Commerce. She even took out a second mortgage on her house in 1954 when Springfield faltered in the dog days of UHF television.

"She is simple, totally real," Mr. Putnam says, "completely unoccupied with role playing. That's why she's so effective on the air. You can't be on the air long without the real you showing up."

As might be expected from one whose responsibilities stretch from doing a daily program to "holding down the fort" when the president is away, Mrs. Broman says she "admires those who live their lives fully, work to capacity on a daily basis. I never subscribed to the kind of thinking that said 'I'll dog it today and work tomorrow.'"

Kitty Broman has been honored many times in the New England area for her achievements; she has been called the "first lady of Western New England television." Bill Putnam even named his Dayton station after her—WKEF, Kathryn Elizabeth Flynn Broman, on top of everything else that has come her way, two weeks ago she became a grandmother—another NAB board first.
Knockdown

There are lobbying lessons to be learned from the mark-up session of the Senate Judiciary Committee from which a copyright bill emerged last Tuesday, though there are fewer to be learned by cable operators than by broadcasters.

Cable won just about everything it wanted: elimination of a prohibition against the importation of distant sports, a halving of the fees to be paid into the broadcast retransmission pool. Broadcasters lost their big one: the fight against establishment of a new performers' and manufacturers' right in sound recordings with broadcast royalties fixed in law.

True, the record royalty section was adopted with a fee schedule scaled down from the original, but the precedent it sets is in itself reason for its ultimate rejection. If every musician and every label is now to own a performing right in every record and to share in a pool of broadcast royalties, how can the principle be kept from spreading to others who are equally essential to the recording of a musical work — for example, the skilled technicians who create the final sound? For that matter, if the right is to be accorded musicians performing for a record, can it logically be denied an actor performing in a television film or a motion picture?

The setback last week was not fatal to the broadcasters' case, which is yet to be made before the Senate as a whole and in the House. But it was severe enough to jar the broadcasters into maximum action. If the recording royalty gets into the law, it will be only the beginning.

Change of pitch

The Television Bureau of Advertising's decision to redirect its main efforts, concentrating more on the development of new regional and local television advertising and less on national selling (Broadcasting, June 10), represents a logical progression. Certainly television is well established as the primary medium of national advertising, and national advertising accordingly offers relatively — we emphasize the "relatively" — little potential for further TV growth. Regional/local advertising, on the other hand, offers a large potential that, despite many successful TV forays, remains heavily committed to newspapers and direct mail.

It makes sense to go after the bigger game, but a great deal will depend on the approach. It obviously would not do to abandon national advertising to the networks and the station representatives, no matter how talented and well equipped their forces, as the TVB board recognized in adopting the new policy.

Changes in basic direction rarely come easily at the start. For Norman E. (Pete) Cash there will be a readjustment from presidency to vice chairman of the board. For his successor in the driver's seat, the assignment is to become, as rapidly as possible, the newspaper publishers' enemy number one.

Which spokesman d'ya believe?

As matters now stand, the Department of Justice will argue this week against the kind of license renewal relief that the House has adopted and the Senate Communications Subcommittee will be studying. At the subcommittee hearing, renewal relief will be advocated by the Office of Telecommunications Policy. Thus the administration will be speak-
A means to the Mardi Gras

The Sioux City East High School Band wanted to raise funds to participate in the Mardi Gras parade in New Orleans. As February neared, they were still short of their goal, in spite of a candy sale, a light bulb sale, a dinner and a basketball benefit.

In cooperation with the Band Parents Association, the local Fetzer TV station telecast a Mardi Gras Auction. Merchandise, donated by area businessmen, was auctioned to viewers by well-known radio and TV personalities, who donated their time. As a result, enough was added to the fund to make the trip possible.

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The award is sponsored by International Telephone and Telegraph Corporation.

ITT is pleased to congratulate this year’s winner, Anthony Astrachan, for his coverage of the Mid-East crisis and October Arab-Israeli War in the Washington Post.

To Mr. Astrachan—and all those journalists who keep the world informed on the work of the United Nations—congratulations.

The best ideas are the ideas that help people. ITT